

ARCHIE  
SERIES

FIRST  
ISSUE

# Jughead's Folly

10¢

APPROVED  
BY THE  
COMICS  
CODE



AUTHORITY

♪  
OOO-HOO  
BABY  
I'M ALL  
SHOOK  
DOWN...  
♪

HEY!  
WHAT GIVES!  
JUGHEAD THE  
WOMAN-HATER  
MAKING LIKE  
**ELVIS!**  
THIS YOU MUST  
READ TO  
BELIEVE!





# 84 CARD TRICKS



## CONDENSED SMOKE POWDER

Simply set off the magic powder, and poof! disappear in a cloud of smoke. Terrific for all magical effects and disappearing acts. Completely harmless. Enough powder for hundreds of uses.

**\$1.00**

No. 072

# 84 SECRET CARD TRICKS

With Chapter On Sleight Of Hand  
This book contains all the best tricks and deceptions with cards, including the latest tricks of all the top magicians. Each is especially picked so that it lends itself to home amusement and amazement. All simply explained. Chapter on sleight of hand is useful in detecting tricks while playing.

**35c**



## FLY IN ICE CUBE

Will create a sensation when they see this plastic ice cube in a cool drink. It has a real bug inside.

No. 034 Only

**35c**



## SHRUNKEN HEADS

FANTASTIC! Looks exactly like what jungle head hunters prepare. Something new and startling to hang in your car, or in your room. A horrible and unusual gift in a box.

No. 617 **\$1.98**



## BIKE SPEEDOMETER READS UP TO 50 M.P.H.

See how fast your riding! Time yourself in racing and see if you can better your top speed. No gears, no complicated mechanism. Fasten to handle bars and go. Easy to install.

No. 199

Only **75c**



## HOT PEPPER GUM

Looks like real gum, but when they taste it, WOW! Burns their mouth, but only like pepper. Package of five sticks.

No. 021

Only

**20c**



## MUMMY

Place "King Tut" in his casket and watch him lie down. But, when someone else tries to rest him, he mysteriously rises from his grave. It's loads of fun and so mysterious.

No. 724

**75c**



## SURE-WIN COINS

You get two coins. One is ordinary, the other looks exact, but it has two heads. Do tricks, win friendly bets.

No. 142

Both only

**25c**

# TOYS! TRICKS! FUN!

BE FIRST IN THE NEIGHBORHOOD TO GET THESE WONDERFUL TOYS



If This Should Happen to You Would You Know This Quick Defense

YOU, TOO, CAN BE TOUGH

Master Jiu-Jitsu and you'll win any fight. This book gives you all the grips, blocks, etc., which are so effective in counter-attacking a bully or hold up. You don't need big muscles or weight, know-how makes you the sure winner. We also send you FREE book on how to perform strong man stunts, tear a telephone book in half, etc.

No. 224

**\$1.00**

# NICKELS TO DIMES



Brass cover is placed on four nickels. Spectator removes the cover and four dimes are discovered! Other startling effects performed.

No. 215

**\$1.00**



## SILVER SKULL RING

Heavy Mexican silver ring with the raised face of skull and inlaid red ruby eyes. Feels good and looks really impressive. Adds heft to your hands.

No. 566

**\$1.00**



## ROTARY TYPE-WRITER

Types Red and Black Uses Real Ribbon

This rotary type-writer turns out real typing with no previous practice using a ribbon and black and white type. Contains all the letters, numbers and punctuation you need. Has a replica of an actual touch keyboard, too.

No. 203

**3 98**

## 10 DAY FREE TRIAL

Don't Delay! Order Now! If not 100% delighted after 10 Day Free Trial, simply return merchandise for prompt refund of the purchase price. Sorry, but we CANNOT SHIP ORDERS TOTALLING LESS THAN \$1.00.

## MONEY BACK GUARANTEE

HONOR HOUSE PRODUCTS CORP., Lynbrook, N.Y. Dept. GK-35

Rush me the items listed below. If I am not satisfied I may return any part of my purchase after 10 days free trial for full refund of the purchase price.

ITEM # NAME OF ITEM HOW MANY TOTAL PRICE

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

☐ I enclose \_\_\_\_\_ in full payment. The Honor House Products Corp. will pay postage.

☐ Send C.O.D. I will pay postman on delivery plus a few cents postage.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



**WOMEN! PHOOEY!**



WHY DO  
YOU SAY THAT,  
**JUGHEAD?**

... BECAUSE YOU  
**DIDN'T INVITE ME**  
TO YOUR PARTY!

THAT'S TRUE AND  
YOU'LL NEVER GET  
AN **INVITATION**  
FROM ME!

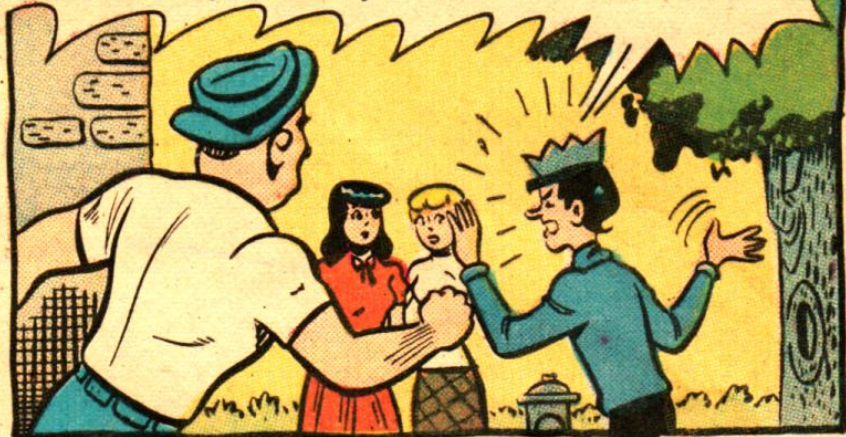




OH YÉAH! I HAPPEN TO KNOW  
THAT MOOSE GOT AN -AN  
INVITATION TO YOUR PARTY!



MOOSE IS NOTHING BUT A BIG RAISIN,  
BRAINED, GAWKY, MUSCLE-BOUND APE!



YIPES! LOOK WHO  
JUST CAME AROUND  
THE CORNER!

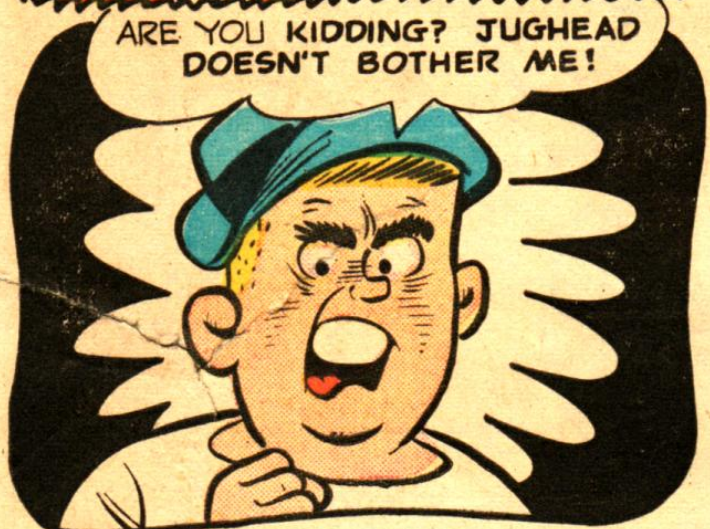
GULP!  
IT'S-IT'S  
MOOSE!  
HE'LL CREAM  
JUGHEAD!



MOOSE  
DON'T  
HURT  
HIM!



ARE YOU KIDDING? JUGHEAD  
DOESN'T BOTHER ME!

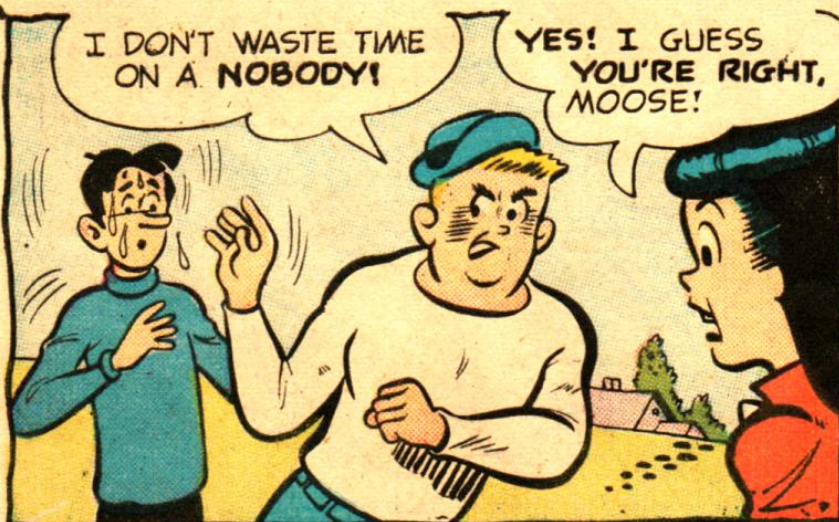


OH! I WOULDN'T WASTE MY  
TIME HITTING HIM! ...

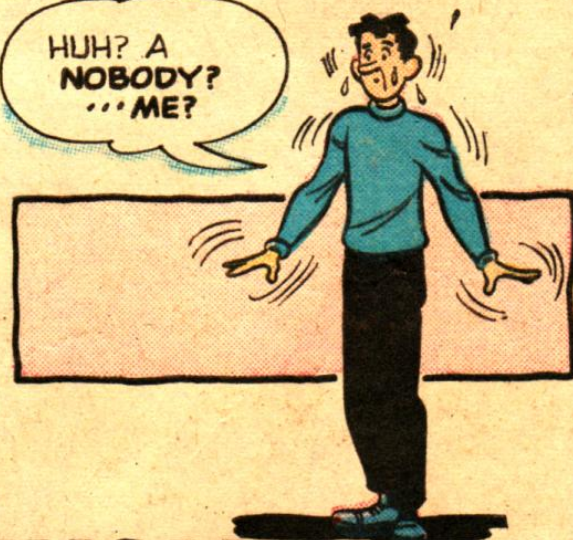


I DON'T WASTE TIME  
ON A NOBODY!

YES! I GUESS  
YOU'RE RIGHT,  
MOOSE!

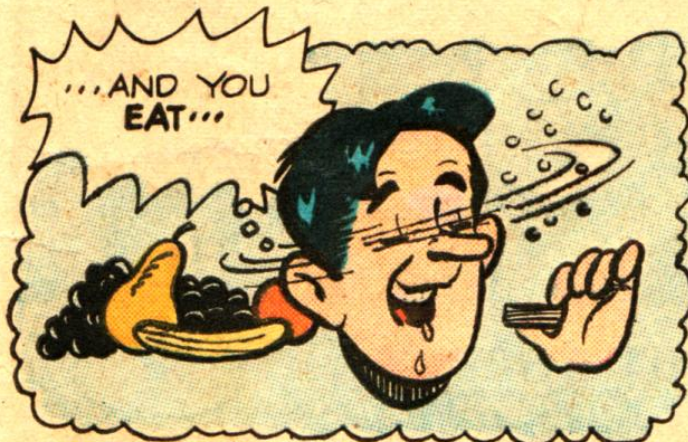
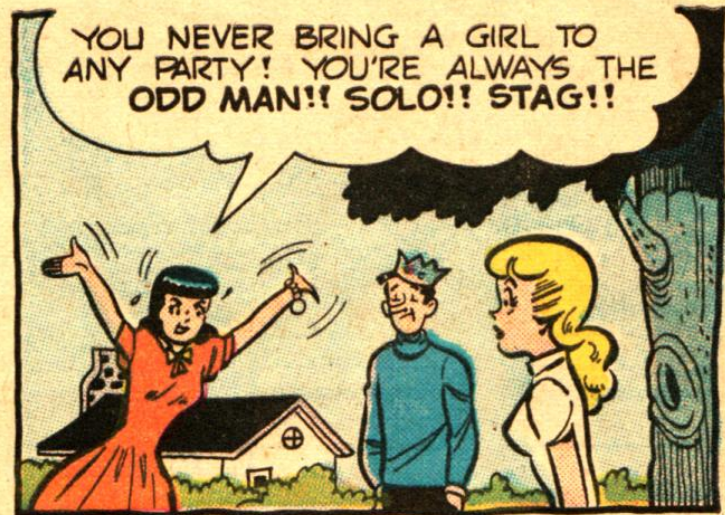


HUH? A  
NOBODY?  
... ME?



ARCHIE COMICS ARE COMICAL COMICS









A NOBODY?  
... WHO? ME?...  
HAR! HAR! ... BOY!  
THAT'S ... FUNNY!!!



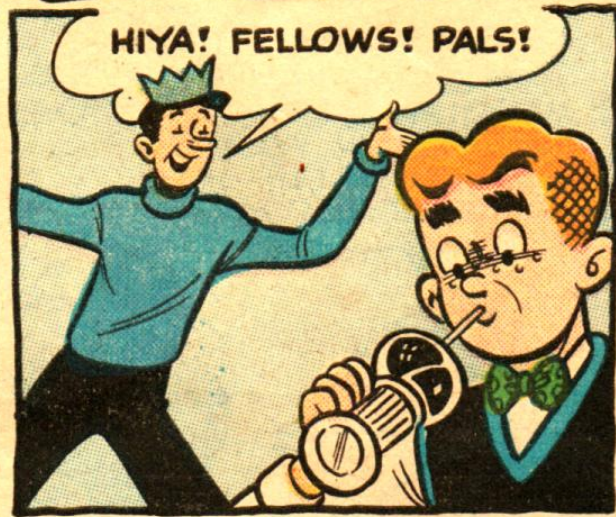
THIS CALLS FOR A SODA  
AT THE CHOK'LIT SHOP!  
I'M SHORT OF FUNDS,  
HOWEVER ... BUT ...

MY BOSOM  
BUDDIES ...  
WOULD BE  
HAPPY TO  
TREAT ME!



HEY! ARCHIE HERE  
COMES THE KING  
SIZE SODA MOOCHER  
WITH A THIRST TO  
MATCH!

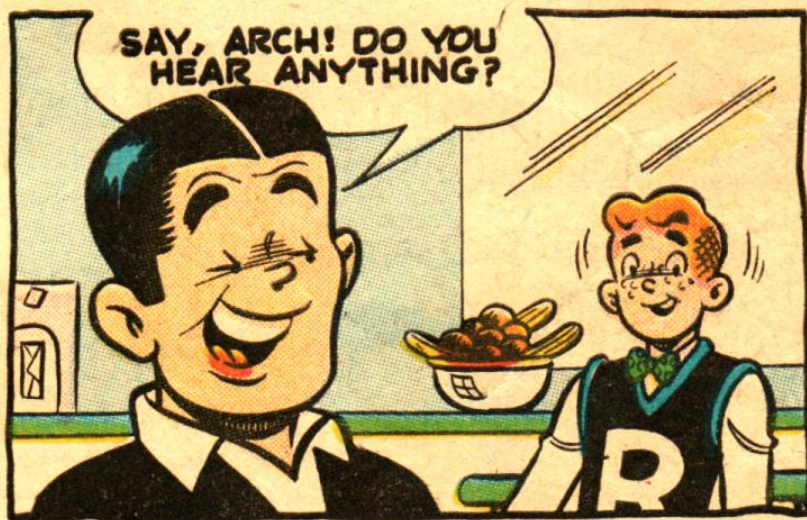
IF HE THINKS HE'LL  
GET A **FREE**  
SODA FROM ME,  
HE'S MISTAKEN!  
LET'S DEEP FREEZE!



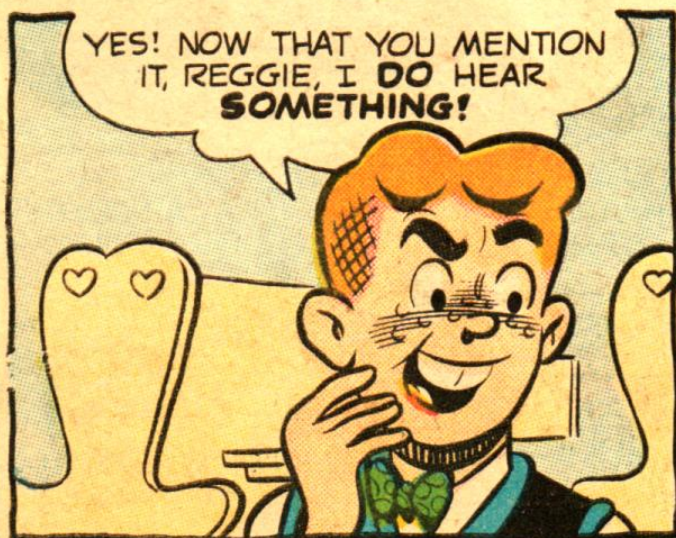
HIYA! FELLOWS! PALS!



I SAID  
HI FELLOWS!



SAY, ARCH! DO YOU  
HEAR ANYTHING?



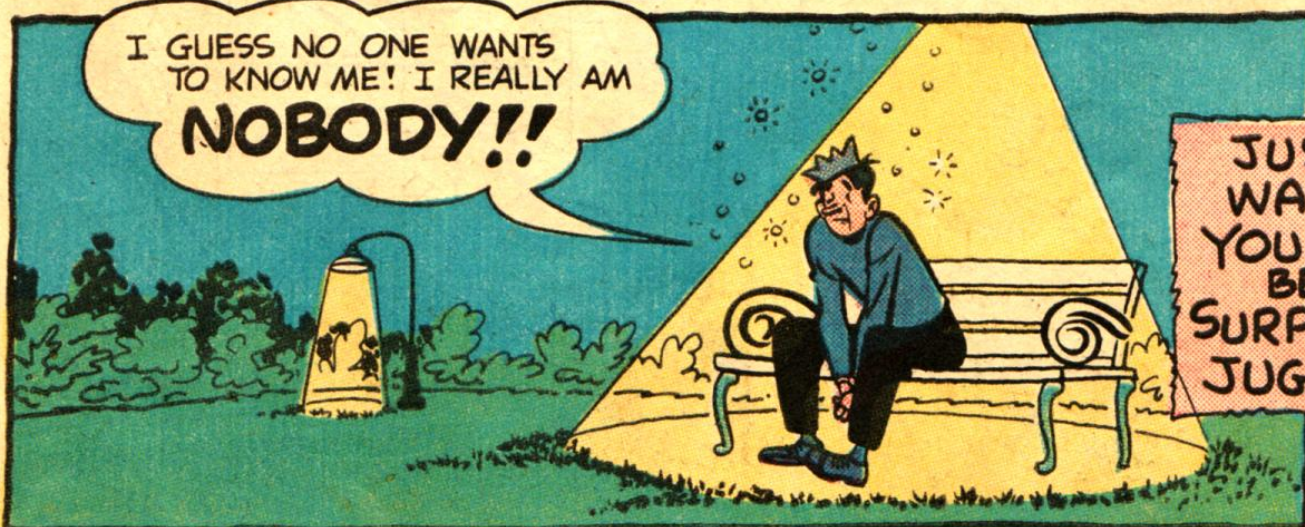
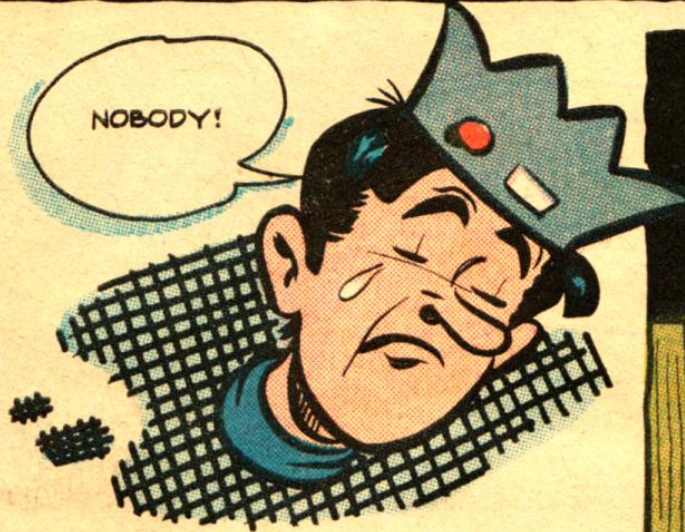
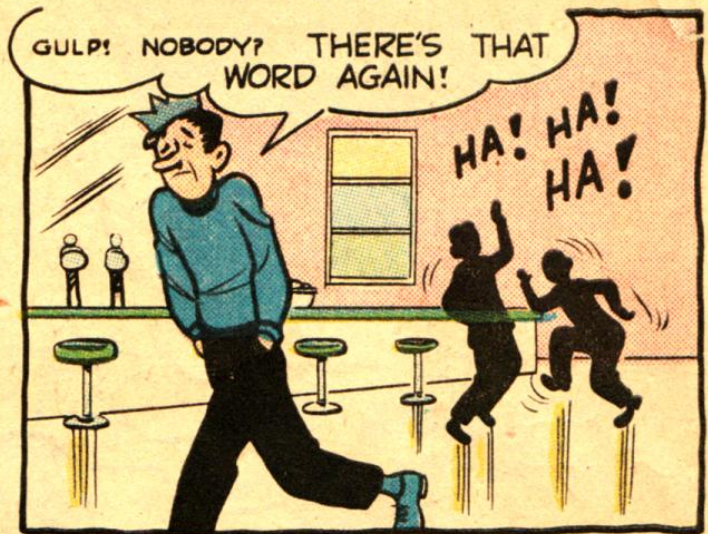
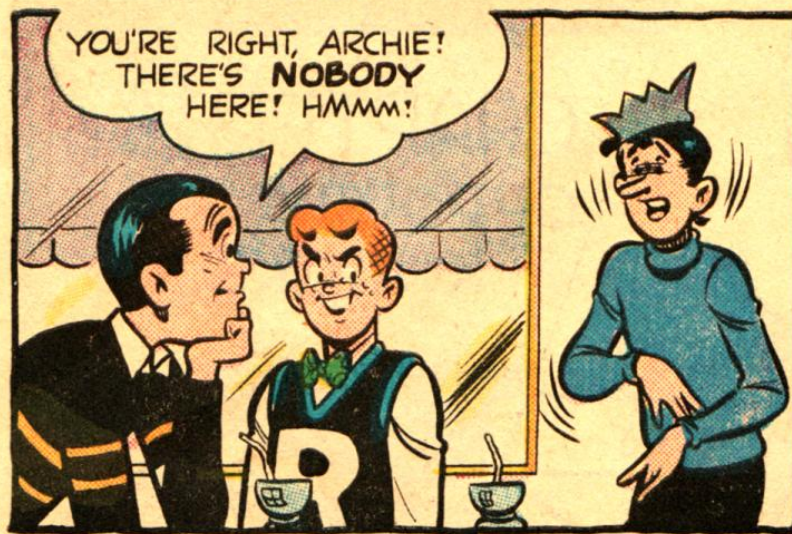
YES! NOW THAT YOU MENTION  
IT, REGGIE, I DO HEAR  
SOMETHING!



BUT THERE'S  
NOBODY  
HERE!

?







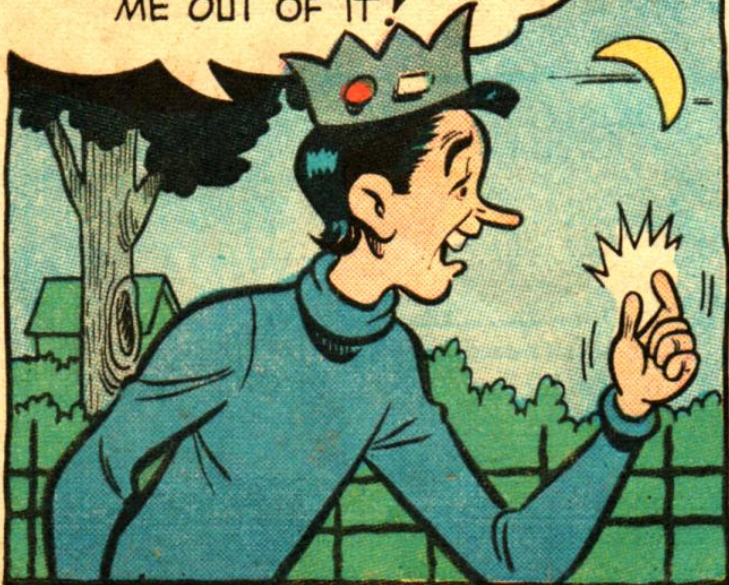
## CHAPTER 2

### OPPORTUNITY KNOCKS!

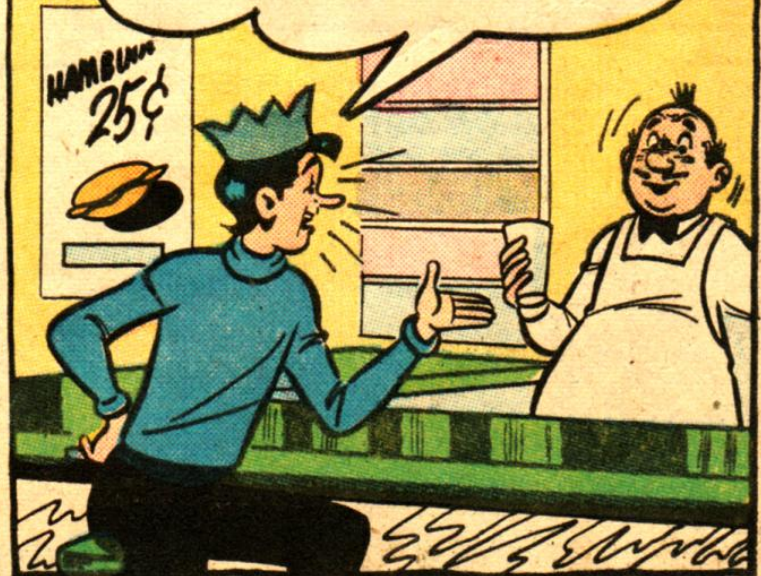
WHEW! I'M BLUE  
AND DOWN IN  
THE DUMPS...



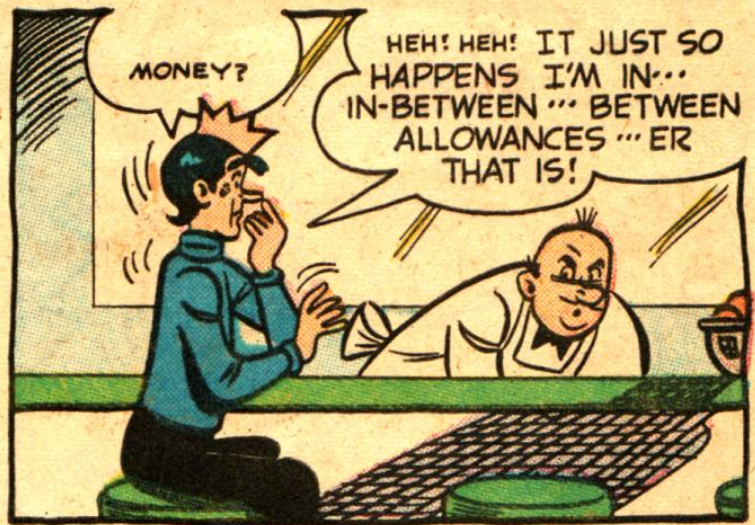
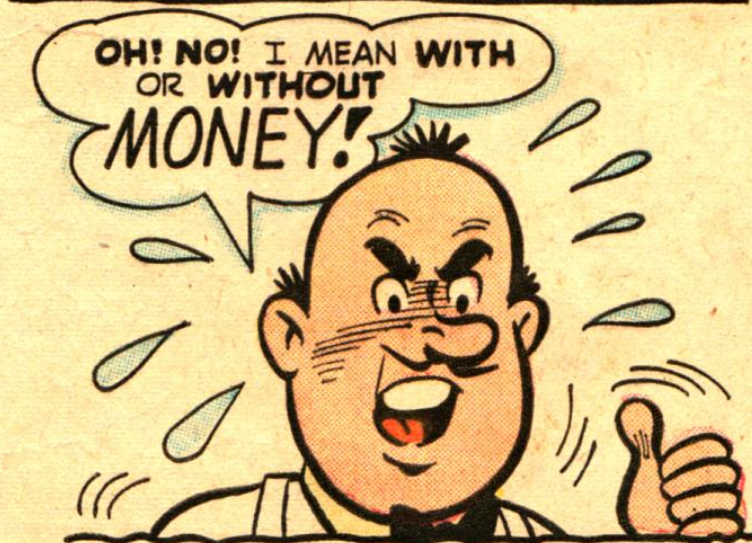
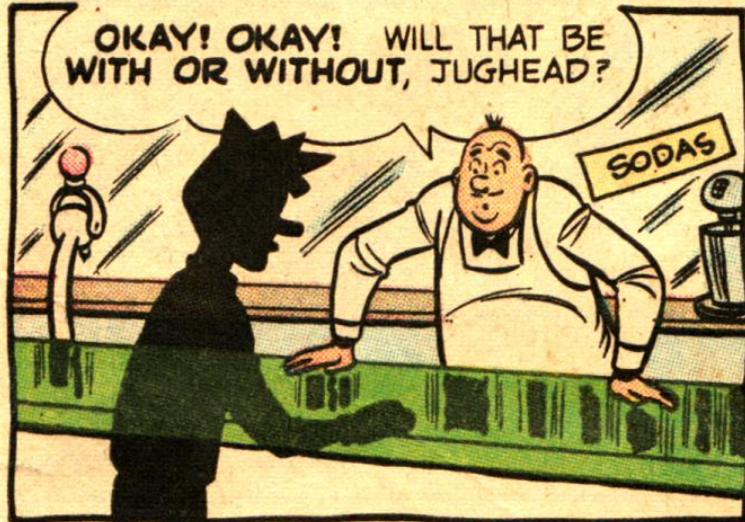
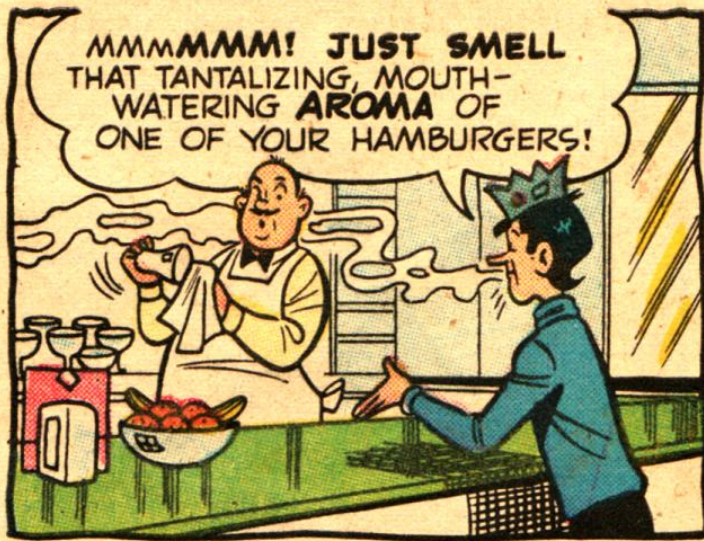
THERE IS ONLY ONE  
THING THAT CAN SNAP  
ME OUT OF IT!



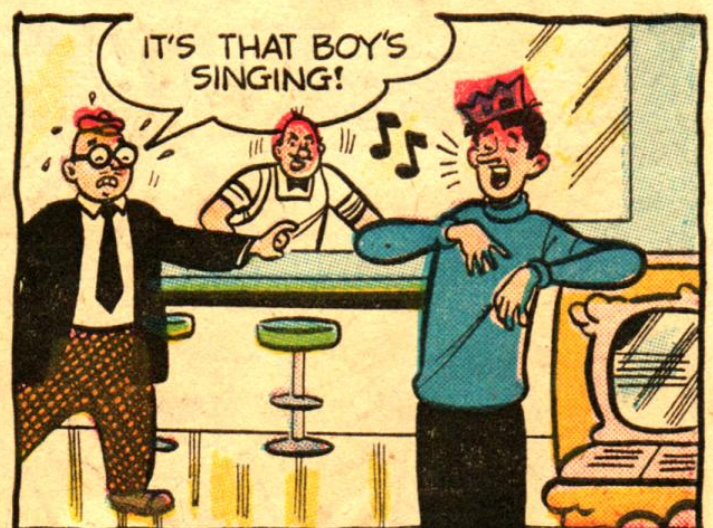
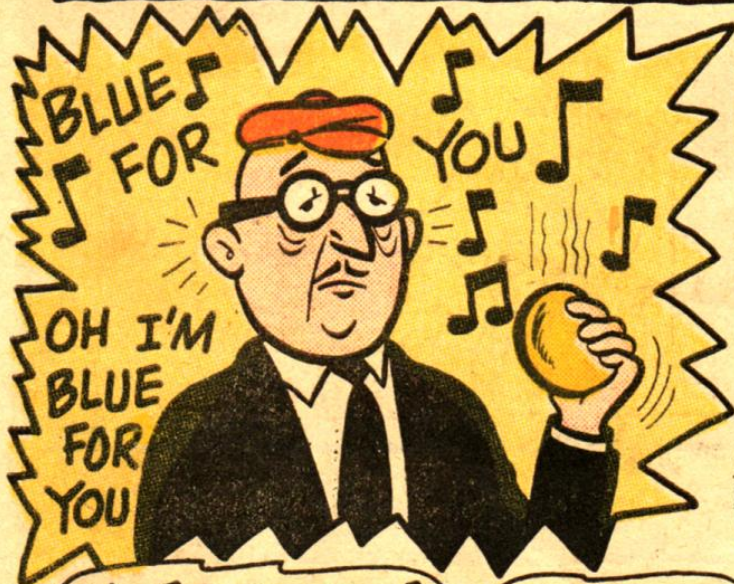
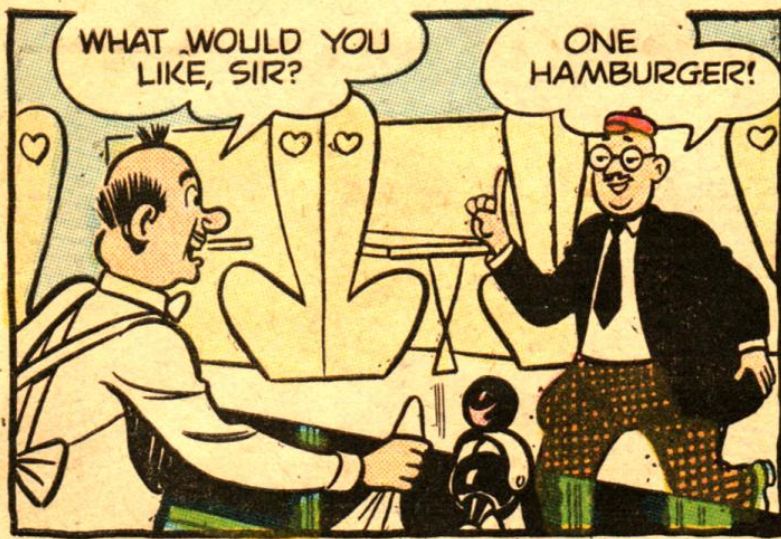
ONE OF YOUR DELICIOUS  
HAMBURGERS, POP!



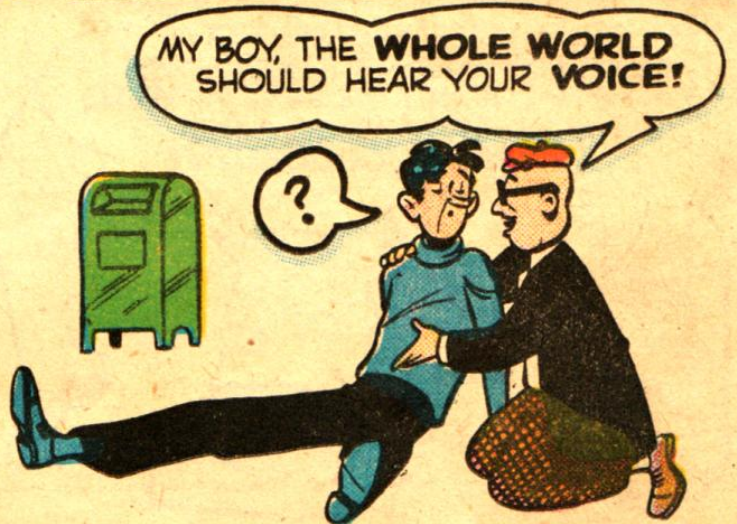
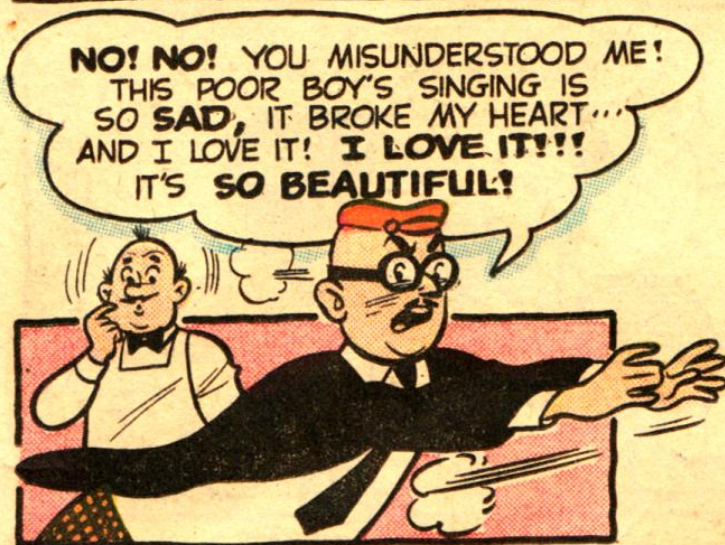
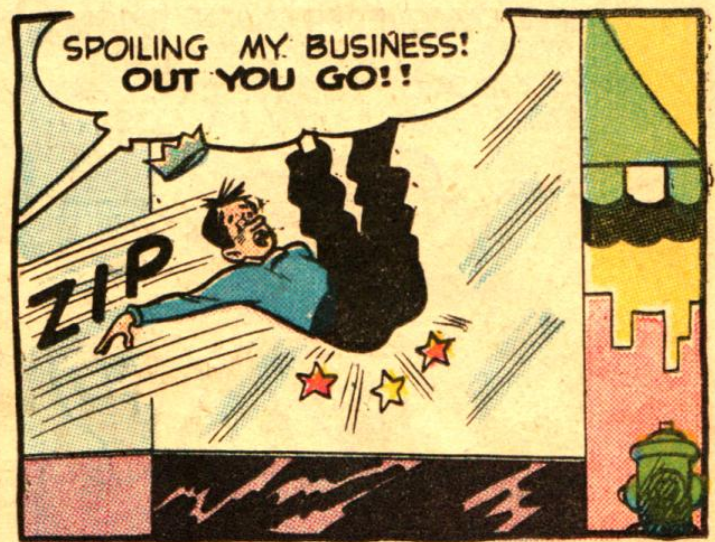
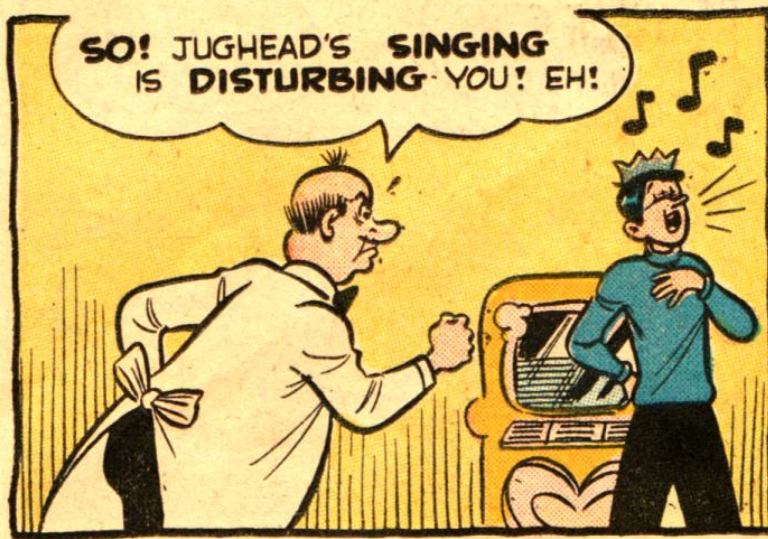






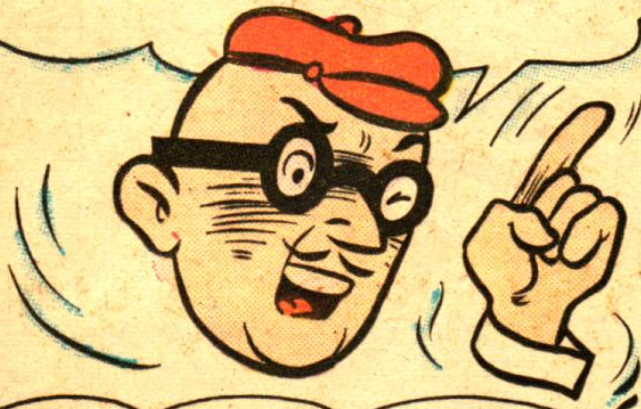








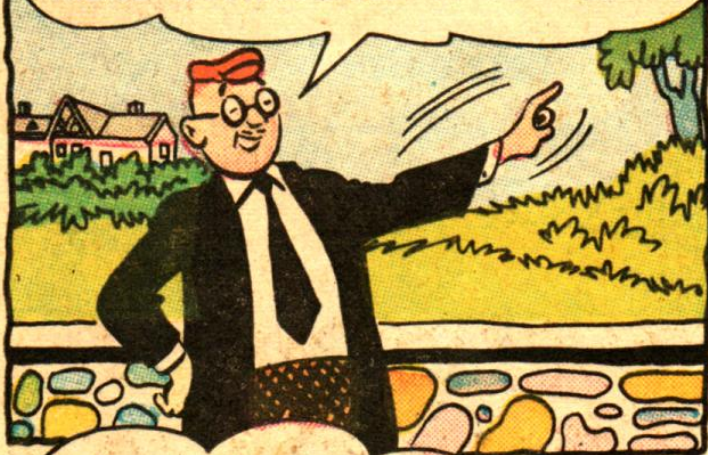
I HAVE DISCOVERED SUCH SINGING SENSATIONS SUCH AS EDDIE RICHER, PERRY DOMO, JOHNNY CRY, FRANKIE RAINE AND JULIUS LA MOSTA...



YES! YOUR VOICE HAS **HEART**... ANYONE WHO CAN MOVE ME TO TEARS MUST BE GOOD! WELL, DO YOU WANT TO BE A REAL **FAMOUS CELEBRITY**?



NONSENSE! YOU SHOULD HAVE MORE **CONFIDENCE IN YOURSELF**!

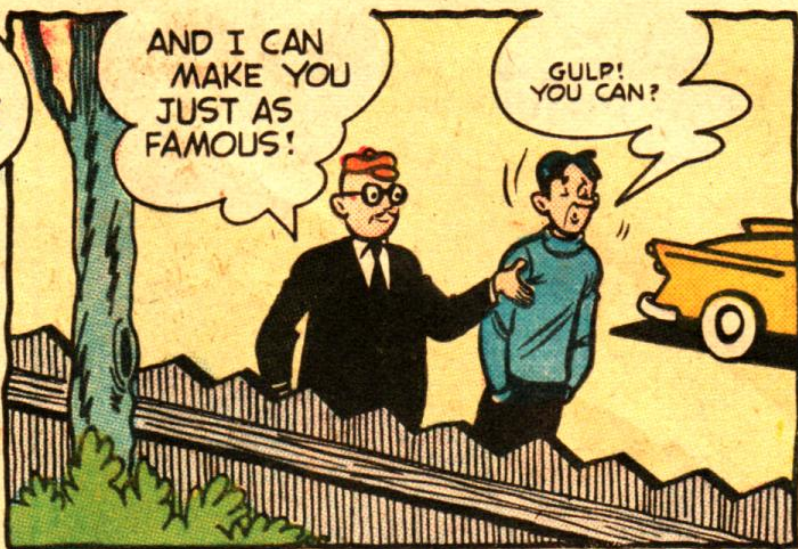


FAME AND FORTUNE CAN BE YOURS! **JUST THINK M'BOY!**

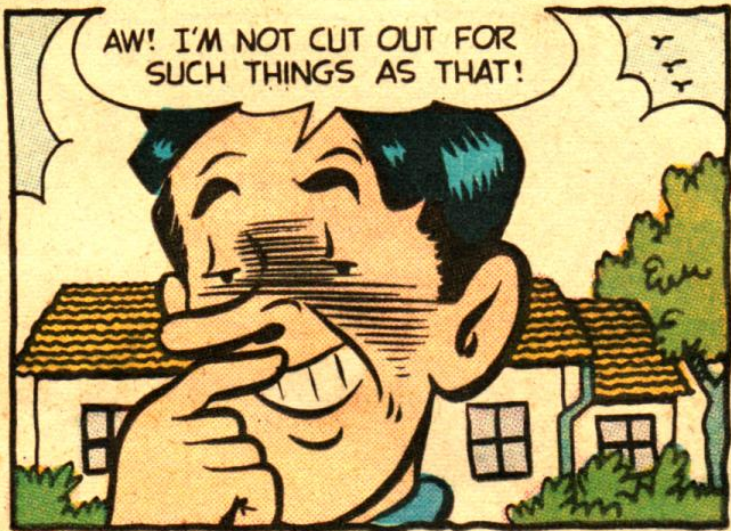


AND I CAN MAKE YOU JUST AS **FAMOUS**!

GULP! YOU CAN?

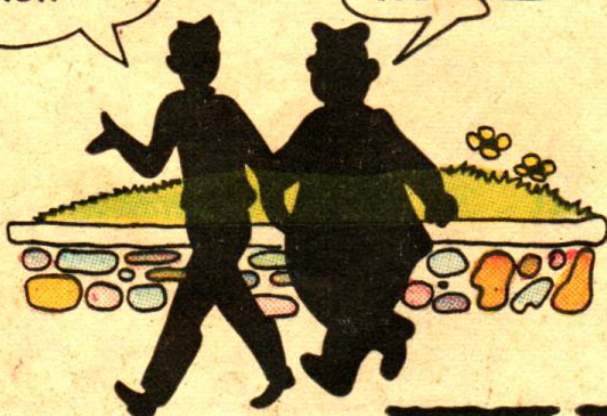


AW! I'M NOT CUT OUT FOR SUCH THINGS AS THAT!



WELL... I DON'T KNOW!!!

JUST THINK **WHAT SUCCESS** WILL MEAN TO YOU!



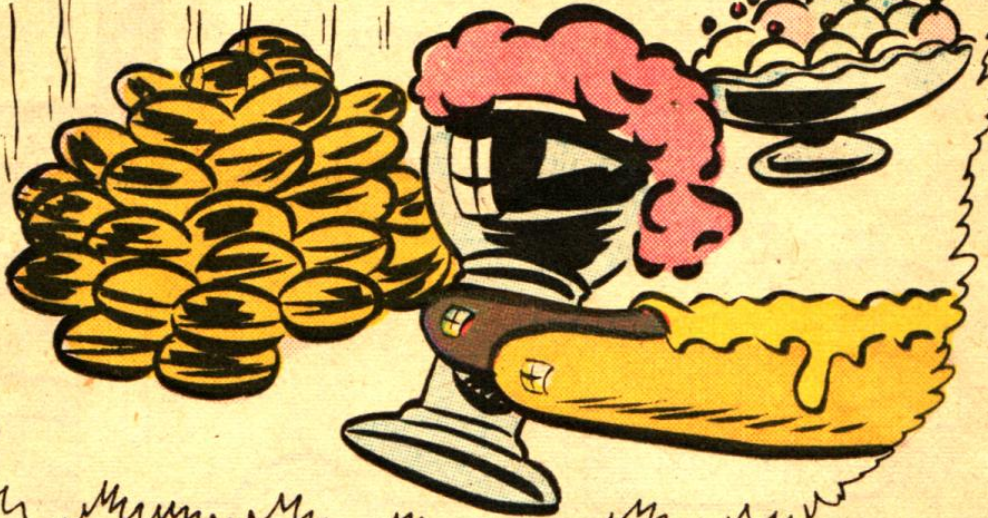
YEAH! I'M THINKING! I'M THINKING...





**FORTUNE!**

**FORTUNE MEANS MONEY! MONEY MEANS  
FOOD... FOOD... FOOD... FOOD!... TONS OF  
FOOD... YIPPAY!! HAMBURGERS...  
SODAS... HOT DOGS... SUNDAES...**



**FAME!**

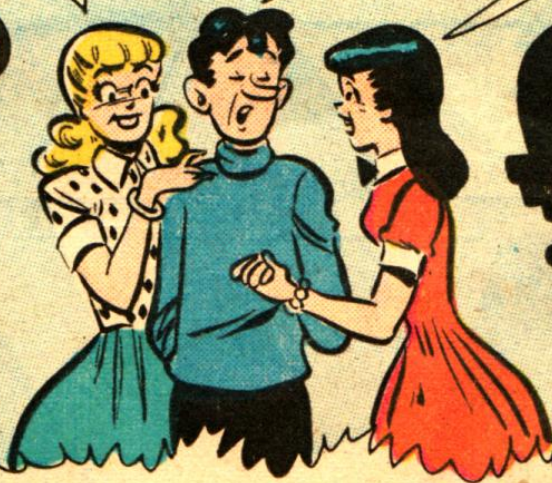
**FAME MEANS  
RECOGNITION!**



**BUT A PARTY  
WOULDN'T BE  
A PARTY UNLESS  
YOU WERE  
THERE!**

**AW! YOU  
DON'T  
WANT ME!  
I'M A REAL  
NOBODY!**

**YOU! A  
NOBODY?  
WHY YOU'RE  
THE FAMOUS  
JUGHEAD!**



**JUST THINK TODAY YOU'RE  
A NOBODY AND THEN  
TOMORROW I'LL REALLY  
MAKE YOU A-A  
SOMEBODY!**



**OKAY! I'M YOUR NOBODY  
THAT WANTS TO BE A  
SOMEBODY!!**





# CHAPTER # 3 GOING UP!

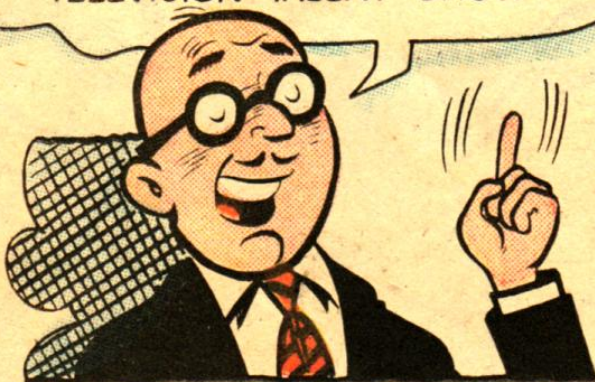
JUGHEAD!! M'BOY!  
WE HAVE TO EXPOSE YOU  
TO THE PUBLIC! LET  
THE PEOPLE SEE YOU  
AND LOVE YOU! IT'S  
THE PUBLIC THAT MAKES  
AND BREAKS A  
STAR!

A  
STAR?

SO I HAVE MADE ARRANGEMENTS  
FOR YOU TO BE SEEN AND HEARD  
BY MILLIONS OF PEOPLE!  
YOU'RE GOING ON REDFREE'S  
TELEVISION TALENT SHOW!!!

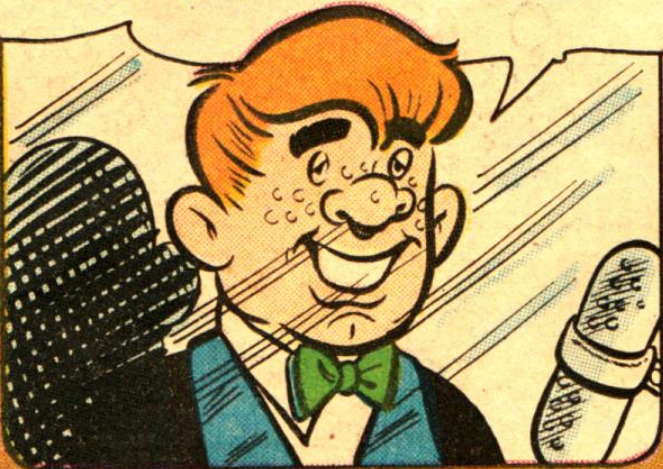
... TONIGHT!

TONIGHT??



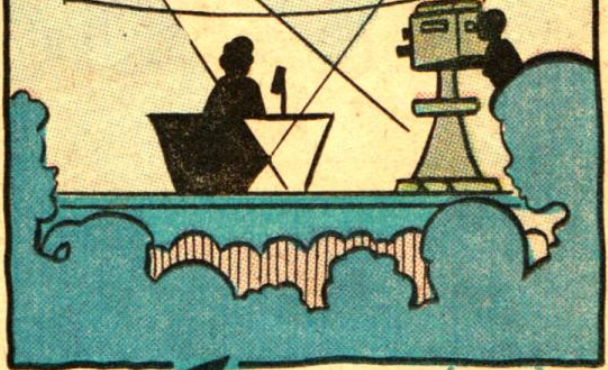


HI FOLKS! THIS IS YOUR OLD FRIEND,  
REDFREE BRINGING YOU THE LATEST  
TALENT FROM 'ROUND THE COUNTRY!



I GIVE YOU A NEW,  
INTERESTING  
SINGER,  
**JUGHEAD!**

REDFREE'S TALENT  
SHOW





SNIFF!!  
SNIFF!!

BOO!  
HOO!

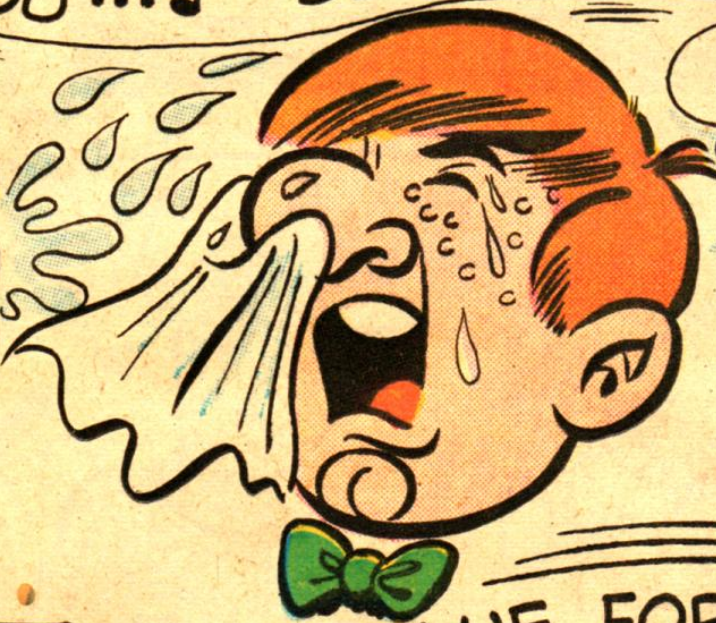
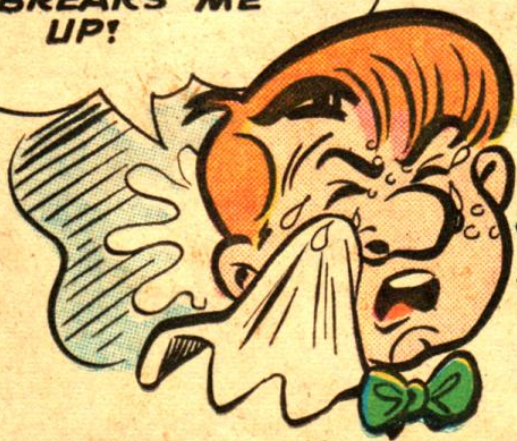
BOO! HOO!



♪ BLUE FOR YOU ... ♪ BLUE FOR ♪

OH! THIS BOY  
BREAKS ME  
UP!

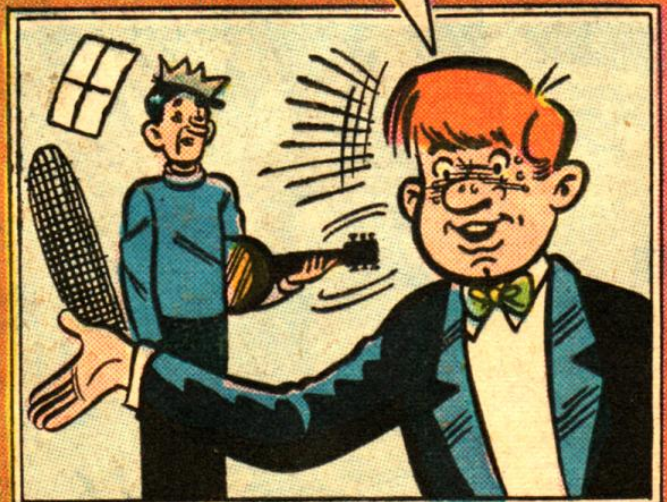
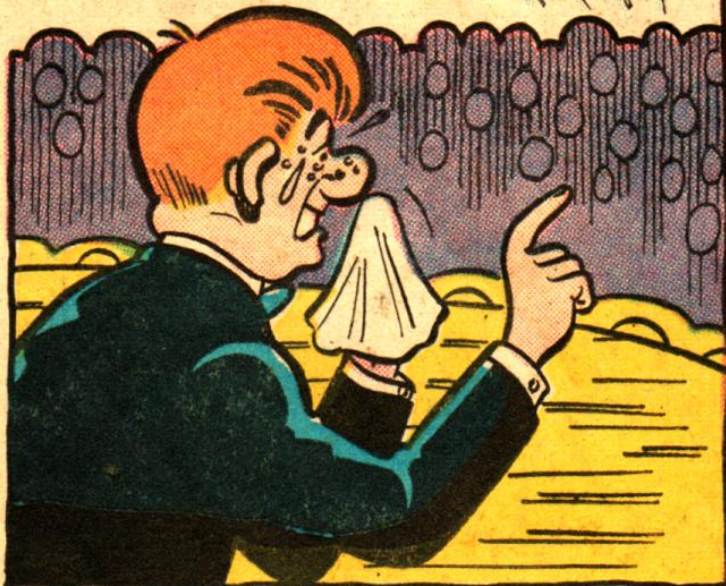
HIS VOICE  
IS SO  
SAD!



♪ BLUE FOR YOU ♪ ♪ BLUE FOR YOU

HE'S GOT THE  
WHOLE AUDIENCE  
BLUBBERING!

FOLKS!  
HE'S SENSATIONAL!  
HE'S THE WINNER!





MR. STAR, YOUR  
BOY IS A **HIT!**  
YOUR SWITCH-  
BOARD IS JUST  
SWAMPED WITH  
CALLS!

HEH! HEH!  
I KNEW HE'D  
DO IT!

I'LL BET YOUR  
**GIRL** FINDS YOU  
**IRRESISTIBLE**  
WHEN YOU  
SING SO  
SADLY!

OH! I  
HAVE  
**NO**  
**GIRL!**

OH! I GET IT!  
YOU HAD A  
QUARREL  
WITH HER!

NO! I HAVE NO GIRL! IN FACT...  
**I DISLIKE WOMEN!**

**EEEEK!**

OOOOH  
**JUGGIE!**

I'LL BE YOUR  
GIRL, JUGGIE!

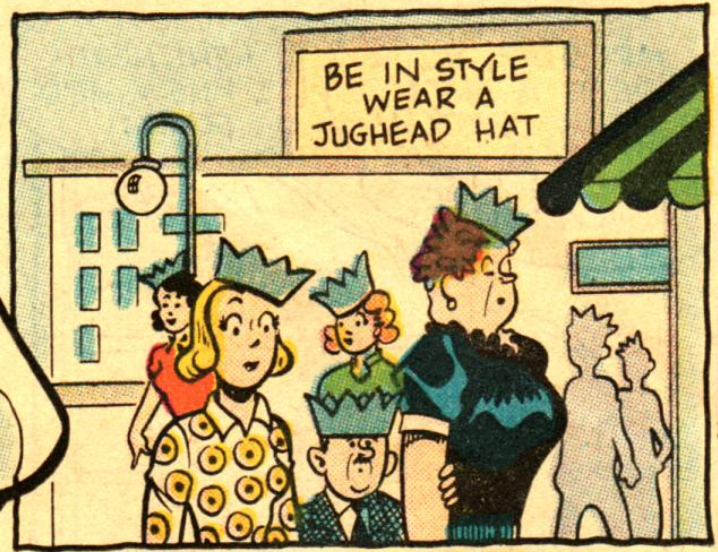
**JUGHEAD** ♥

**WOW! THAT BOY IS A  
NATURAL BORN SHOWMAN!**  
FIRST, HE MAKES THE  
GIRLS WEEP...

... THEN HE **TELLS** THEM HE  
**DISLIKES** GIRLS AND **HE** HAS  
THEM **EATING** OUT OF HIS  
**HAND! HE'S ON HIS WAY UP!**



# VARIETY JUGHEAD CRAZE SWEEPS COUNTRY



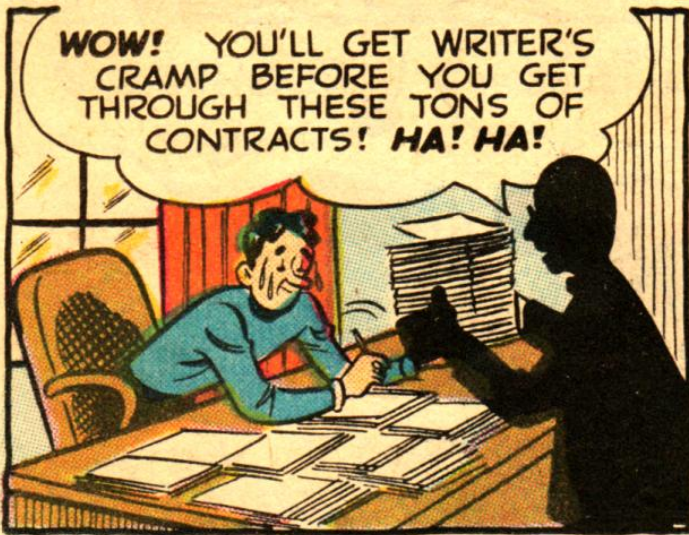
EAT JUGHEAD  
HAMBURGERS  
YOU LOVE HIM!  
AND  
HE LOVES  
THEM...



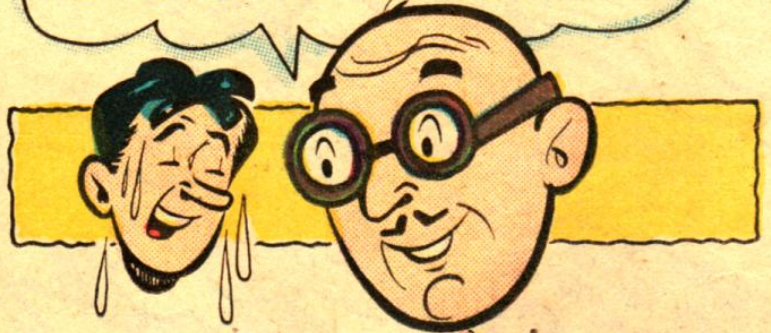
A JUGHEAD SUNDAE



WOW! YOU'LL GET WRITER'S  
CRAMP BEFORE YOU GET  
THROUGH THESE TONS OF  
CONTRACTS! HA! HA!



THEY WANT YOU TO ENDORSE  
EVERYTHING FROM SOUP TO  
HANKIES TO CRY INTO WHILE  
THEY LISTEN TO YOU SING!



YOU'RE **FAMOUS**  
YOU'RE SITTING  
ON TOP OF THE  
WORLD!

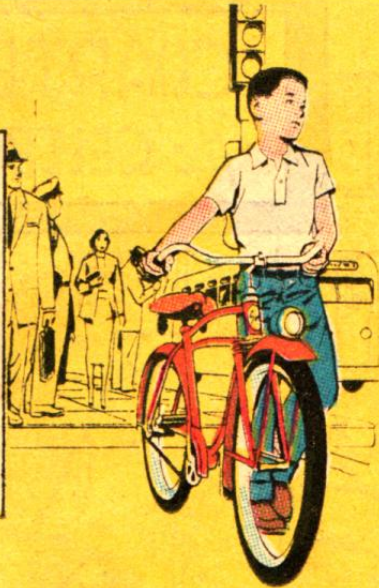




# WHAT'S YOUR SAFETY I.Q.?

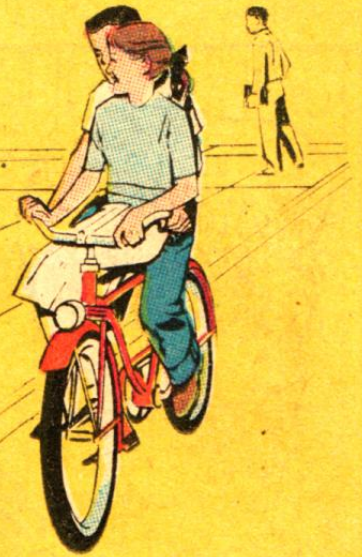
1. A bike should be "walked" across busy streets.

- ☐ True  
☐ False



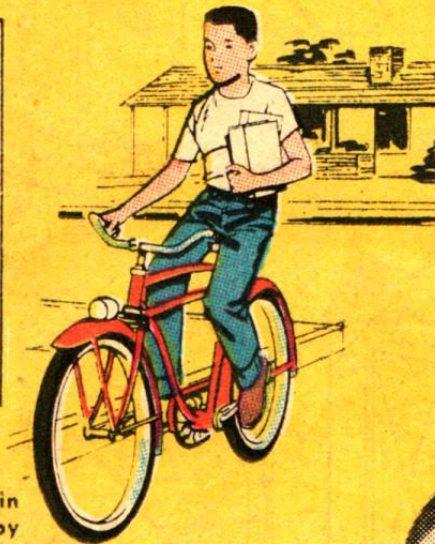
2. It is safe to ride another person on your bike for short distances.

- ☐ True  
☐ False



3. Bundles should be held in one hand when carried on a bike.

- ☐ True  
☐ False



4. The street is a dangerous place to practice bike stunts.

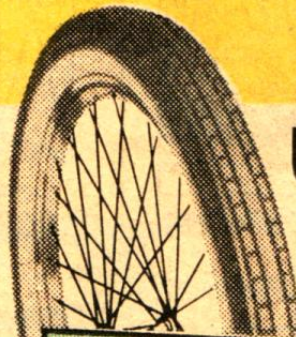
- ☐ True  
☐ False



Factual safety material used in this advertisement provided by the NATIONAL SAFETY COUNCIL

Right or wrong? Some of the bike riders shown are both safe and smart. Others are asking for trouble. Look at the pictures and mark them either as "True" or "False" Check your answers with those printed below.

In *any* bike riding situation it's just good safety-sense to have good tires—and to check them regularly. Don't forget your brakes stop your wheels, but only your *tires* can stop your *bike*! When you buy your next bike tires, remember this, for tops in *safety* as well as easy pedaling, your best buy is U.S. Royal



## U.S. ROYAL

### BIKE TIRES

Safety • Speed • Service

get 'em at your nearby  
U. S. Royal Dealer's

### Get this Safety Rider's Do-It-Yourself Belt Kit



Be proud of being safe and courteous—this beautiful 1" wide belt identifies you as a safety rider. Your belt will be the only one like it because you tool and decorate it yourself. Belt Kit includes 8 oz. tooling cowhide belt, gold colored buckle set, 12 colored reflector jewels, complete instruction and stencil sheet—a full \$2.50 value... yours for only \$1.00! Mail the coupon, \$1.00 enclosed, today! Offer expires on December 31, 1957.

United States Rubber Company  
Safety Rider's Do-It-Yourself Belt Kit Dept. A2  
Box 791, Fort Worth, Texas

My \$1.00 is enclosed. Please rush me my Safety Rider's Do-It-Yourself Belt Kit

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## United States Rubber

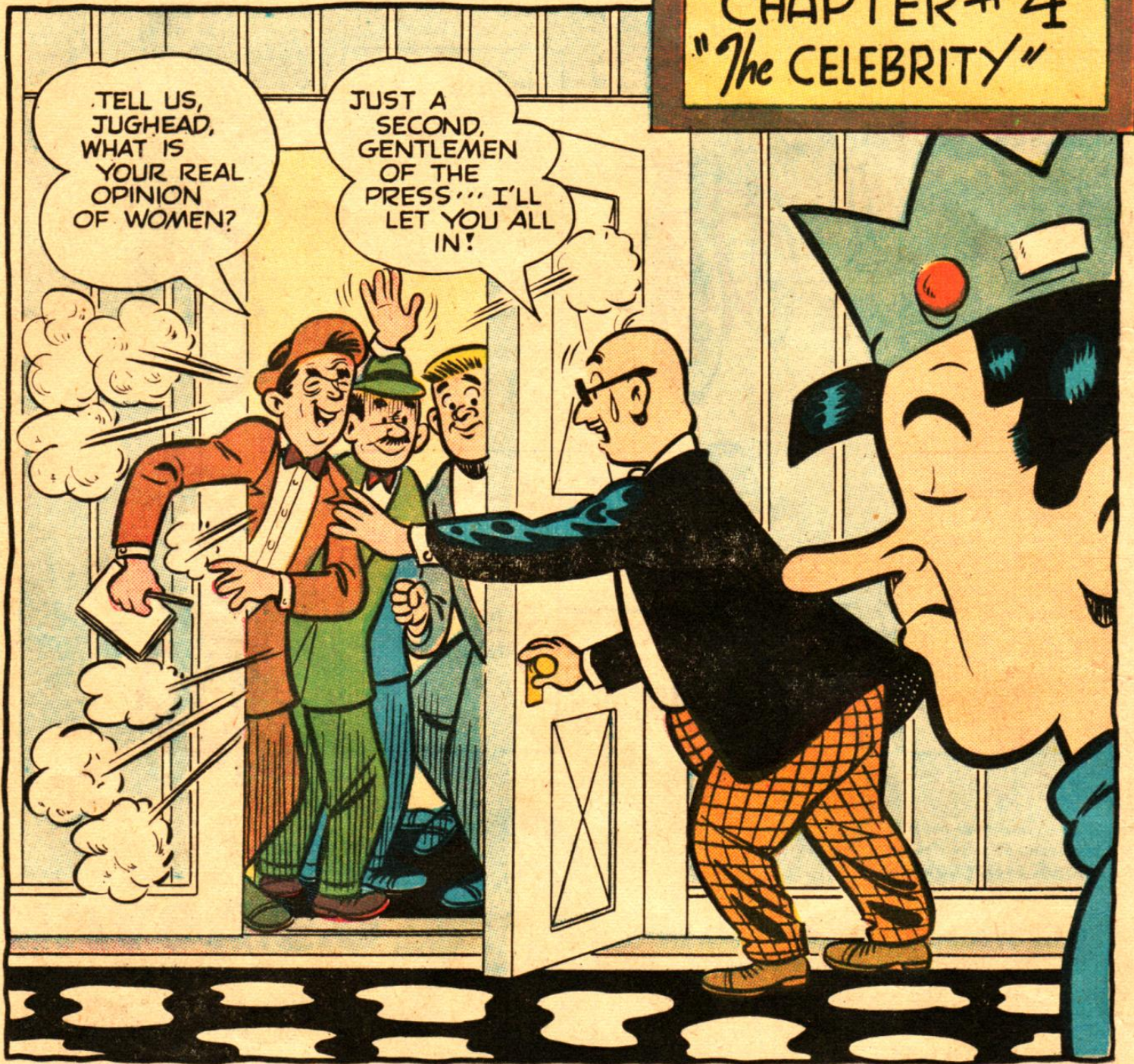
Cycle Tire Department

549 East Georgia Street • Indianapolis 6, Indiana

ANSWERS: 1. True. 2. False. 3. False, bundles should be placed in a carrier. 4. True.



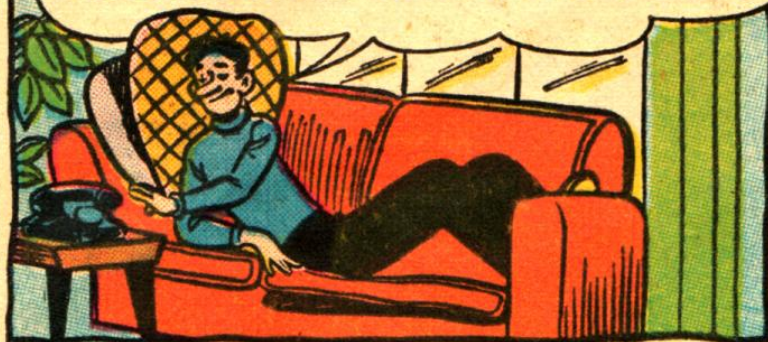
## CHAPTER # 4 "The CELEBRITY"





LATER--

OH BOY! WITH ALL THE MONEY ROLLING IN... I CAN ORDER ANYTHING I WANT! HMMM... SHOULD I ORDER A **HALF A DOZEN** OR A **DOZEN HAMBURGERS**?

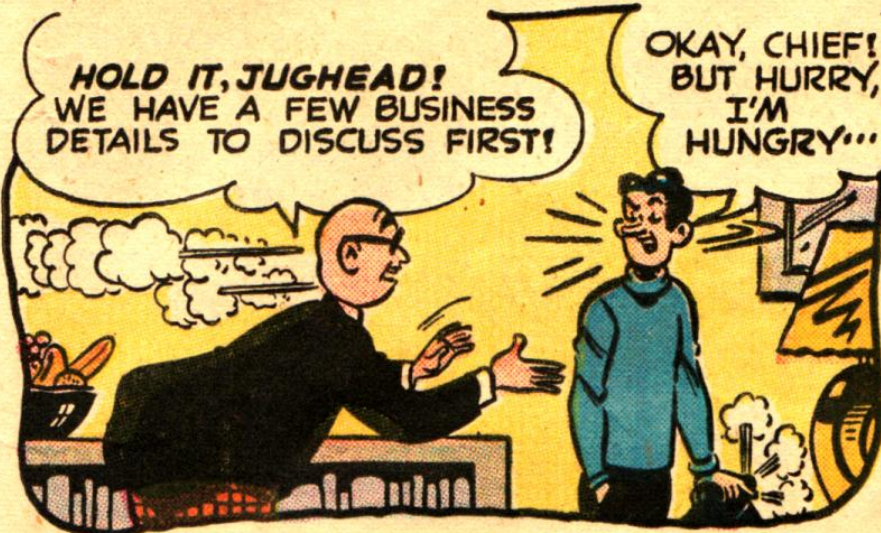


I **HAVEN'T** EATEN ONE OF THOSE SINCE ALL THIS STARTED! I JUST CAN'T WAIT TO **SINK MY TEETH INTO ONE!**



**HOLD IT, JUGHEAD!** WE HAVE A FEW BUSINESS DETAILS TO DISCUSS FIRST!

OKAY, CHIEF! BUT HURRY, I'M HUNGRY...



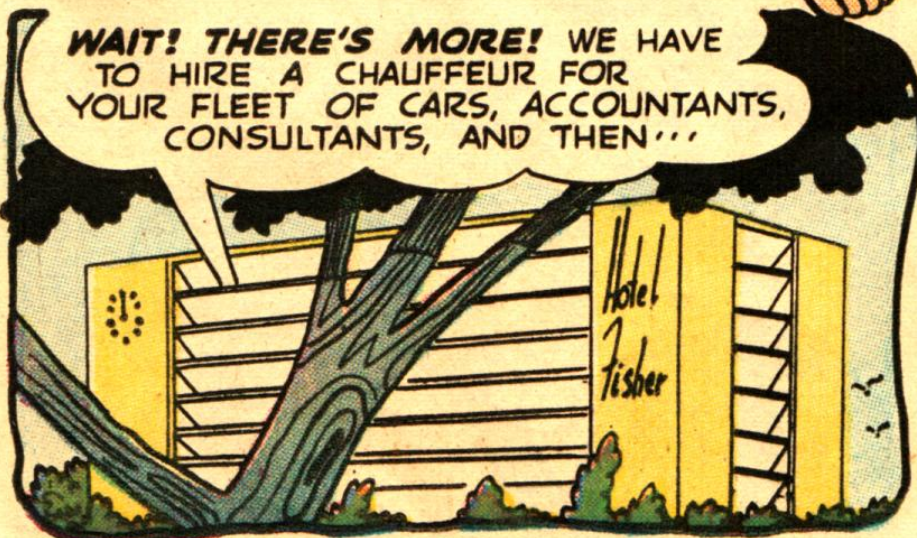
**NOW** THAT YOU'RE A CELEBRITY, YOU'LL HAVE TO ACT LIKE ONE!



YOU'LL HAVE TO TAKE **VOICE, DANCE, MUSIC AND DICTION** LESSONS!



**WAIT! THERE'S MORE!** WE HAVE TO HIRE A CHAUFFEUR FOR YOUR FLEET OF CARS, ACCOUNTANTS, CONSULTANTS, AND THEN...



(GULP) ... I'LL NEED THOSE HAMBURGERS NOW MORE THAN EVER!



DON'T TELL ME THERE IS MORE?

YES!







I'M GOING TO HAVE  
A TAILOR MAKE YOU  
UP A **NEW WARDROBE!**



WELL...  
**THAT'S NOT**  
SO BA-A-D!  
IMAGINE ME  
IN A TUX!



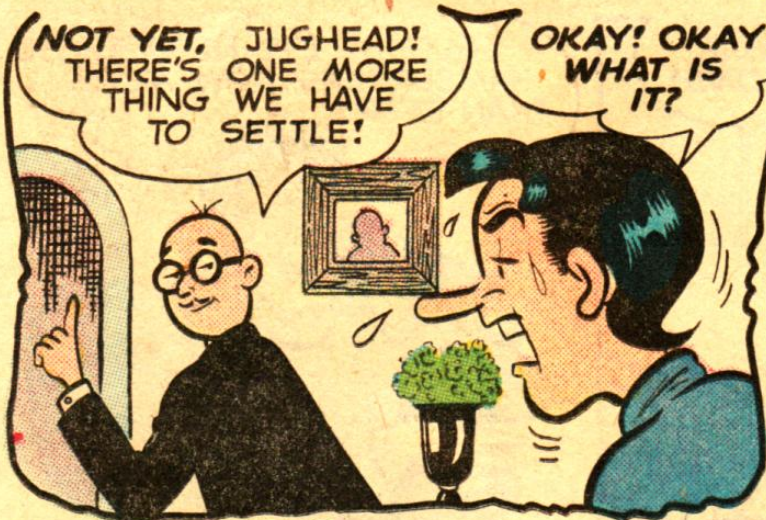
OH **NO**, JUGHEAD! I'M GOING  
TO HAVE HIM MAKE UP  
ABOUT **FORTY OR FIFTY**  
NEW OUTFITS **DUPLICATING**  
WHAT YOU'RE WEARING!



YOUR PUBLIC  
IDENTIFIES YOU  
WITH THIS OUT-  
FIT ALREADY!

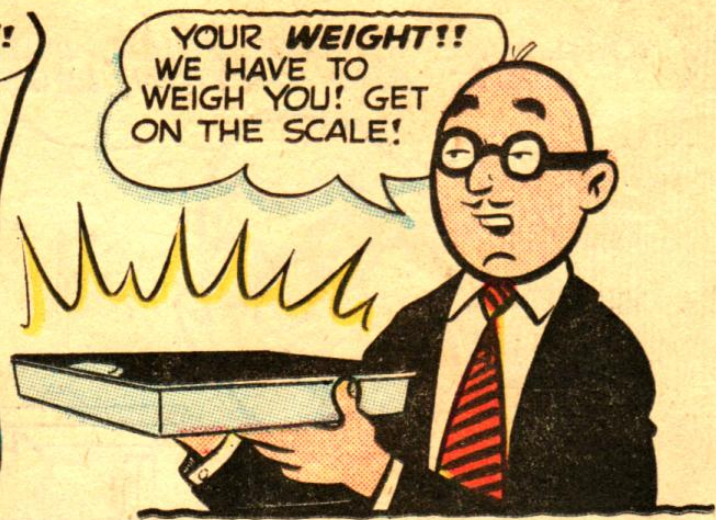


OH BROTHER!  
NOW I KNOW  
I NEED  
**THOSE**  
**HAMBURG-  
ERS!**

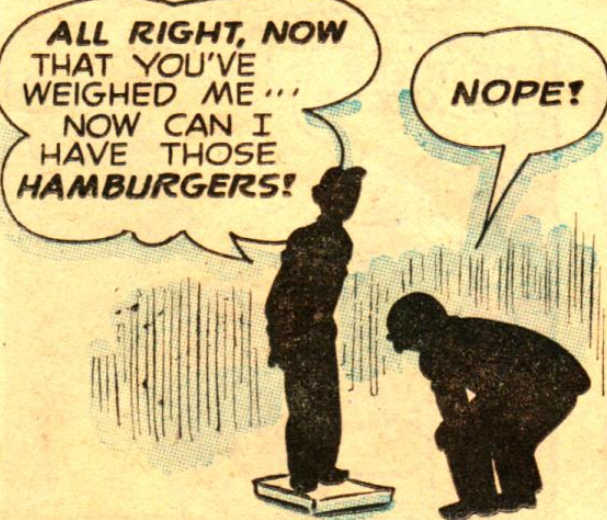


**NOT YET**, JUGHEAD!  
THERE'S ONE MORE  
THING WE HAVE  
TO SETTLE!

OKAY! OKAY!  
**WHAT IS**  
**IT?**



YOUR **WEIGHT!!**  
WE HAVE TO  
WEIGH YOU! GET  
ON THE SCALE!



**ALL RIGHT**, NOW  
THAT YOU'VE  
WEIGHED ME...  
NOW CAN I  
HAVE **THOSE**  
**HAMBURGERS!**

**NOPE!**

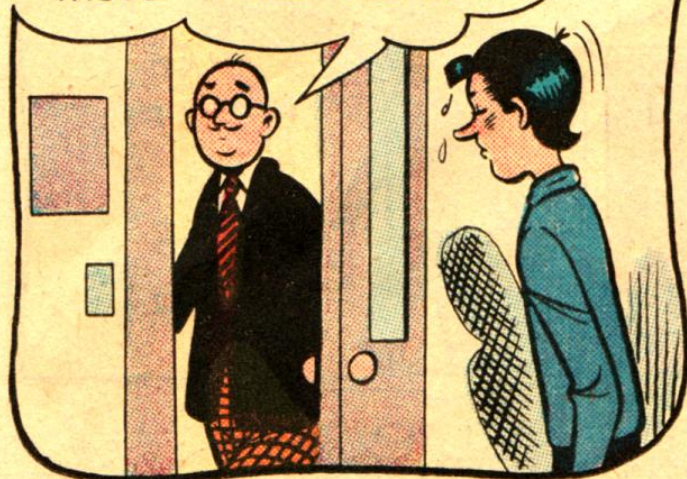


**WHY**  
**NOT?**

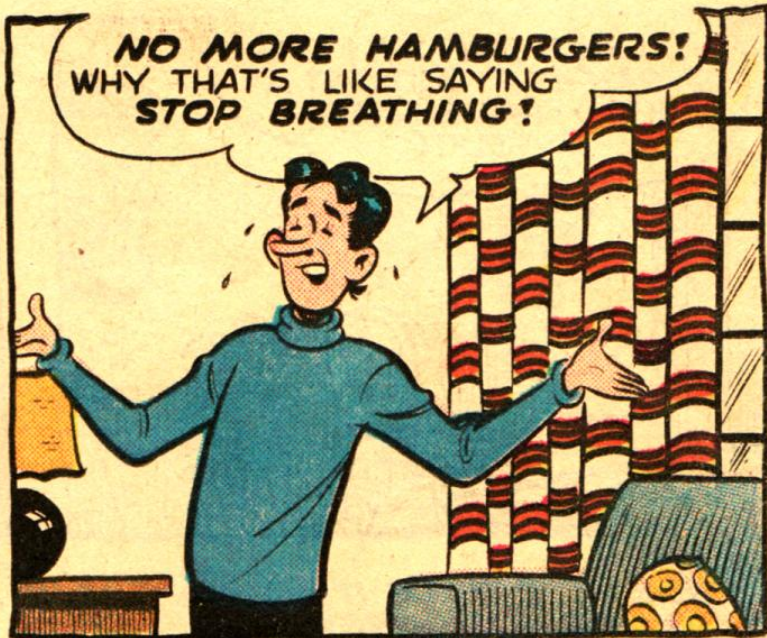
BECAUSE YOU'RE THREE  
POUNDS OVER-WEIGHT!  
**YOU'LL HAVE TO GO ON**  
**A DIET!**



**REMEMBER! ABSOLUTELY  
NO MORE HAMBURGERS  
UNTIL YOU LOSE  
THOSE THREE POUNDS!**



**NO MORE HAMBURGERS!  
WHY THAT'S LIKE SAYING  
STOP BREATHING!**



**WAIT! I'LL GET A  
BELL HOP IN  
THE HOTEL TO  
GET ME ONE!**



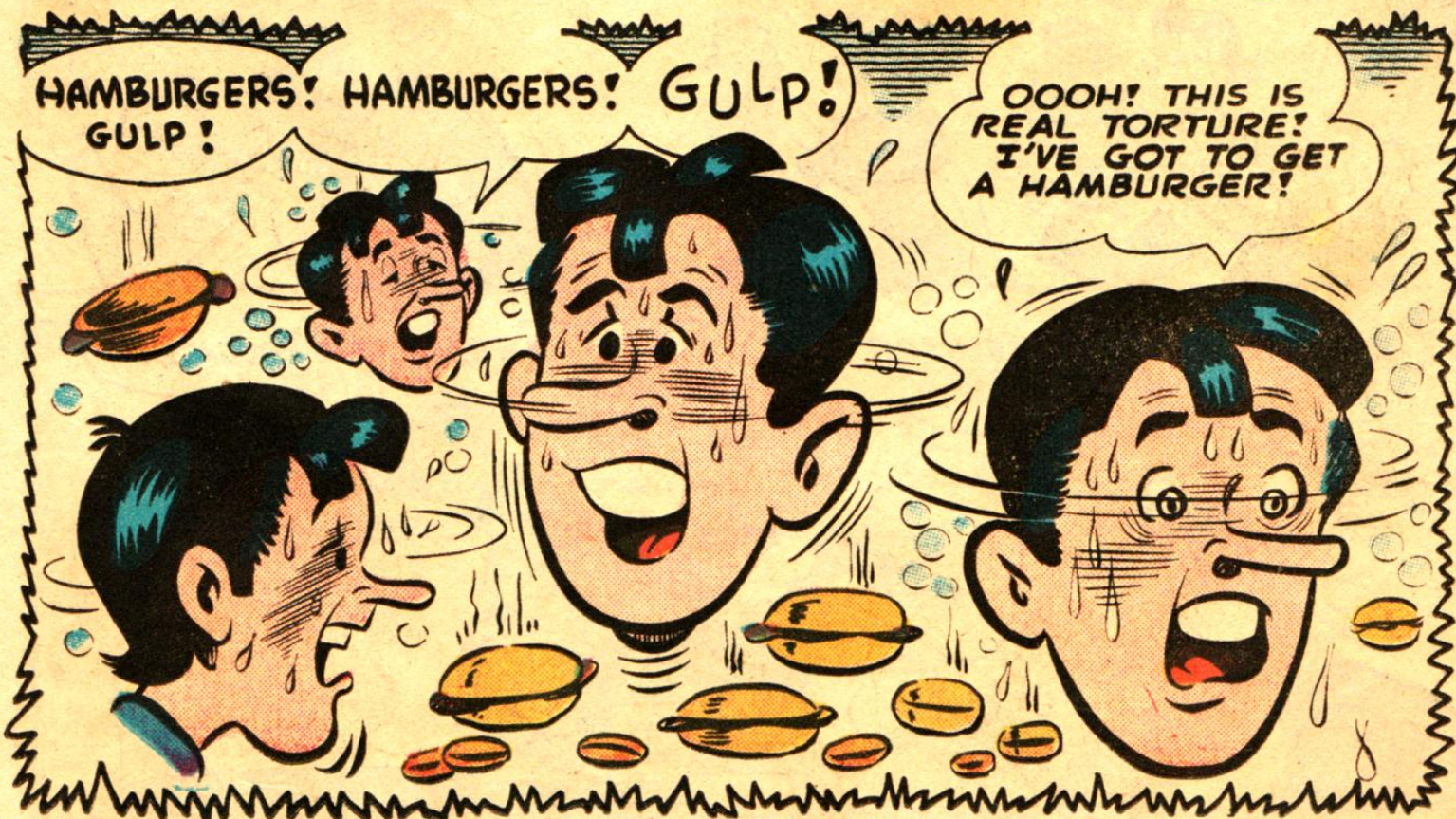
**SORRY, SIR, BUT I'VE GOT STRICT  
ORDERS NOT TO GET ANY  
FOOD FOR YOU!**



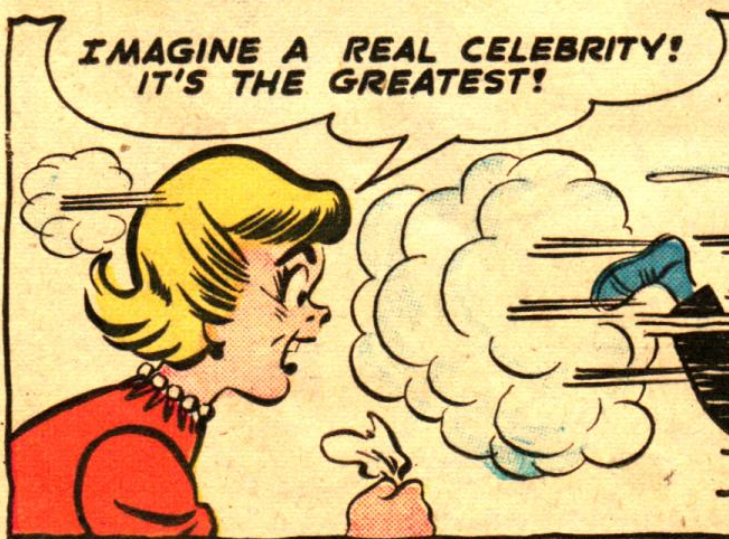
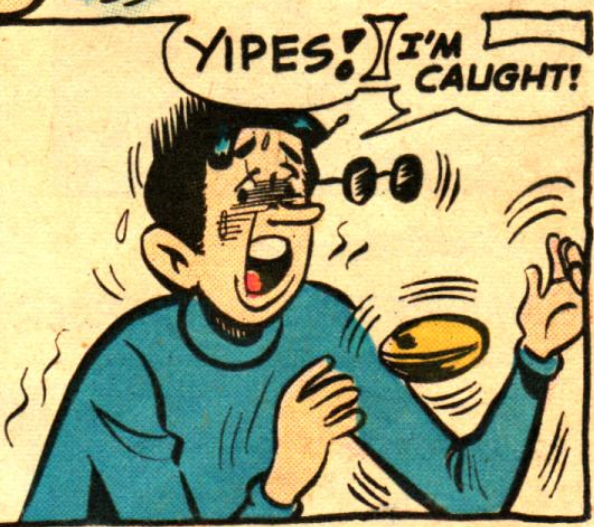
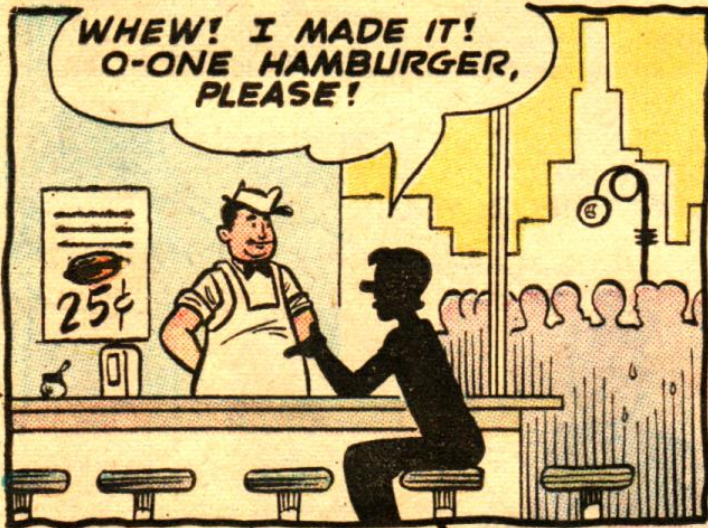
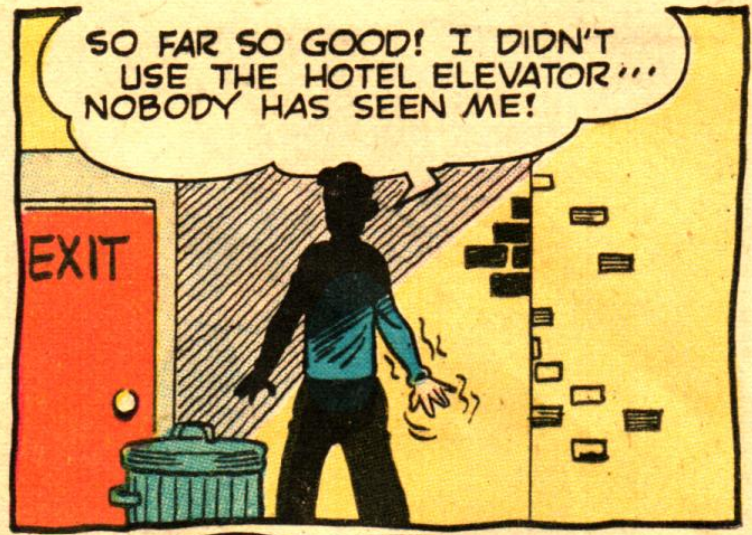
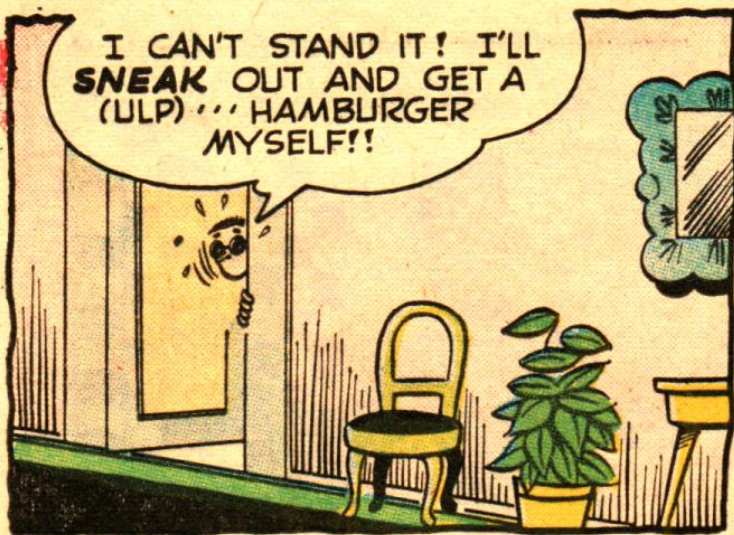
**HMPH!**

**HAMBURGERS! HAMBURGERS! GULP!  
GULP!**

**OOOH! THIS IS  
REAL TORTURE!  
I'VE GOT TO GET  
A HAMBURGER!**





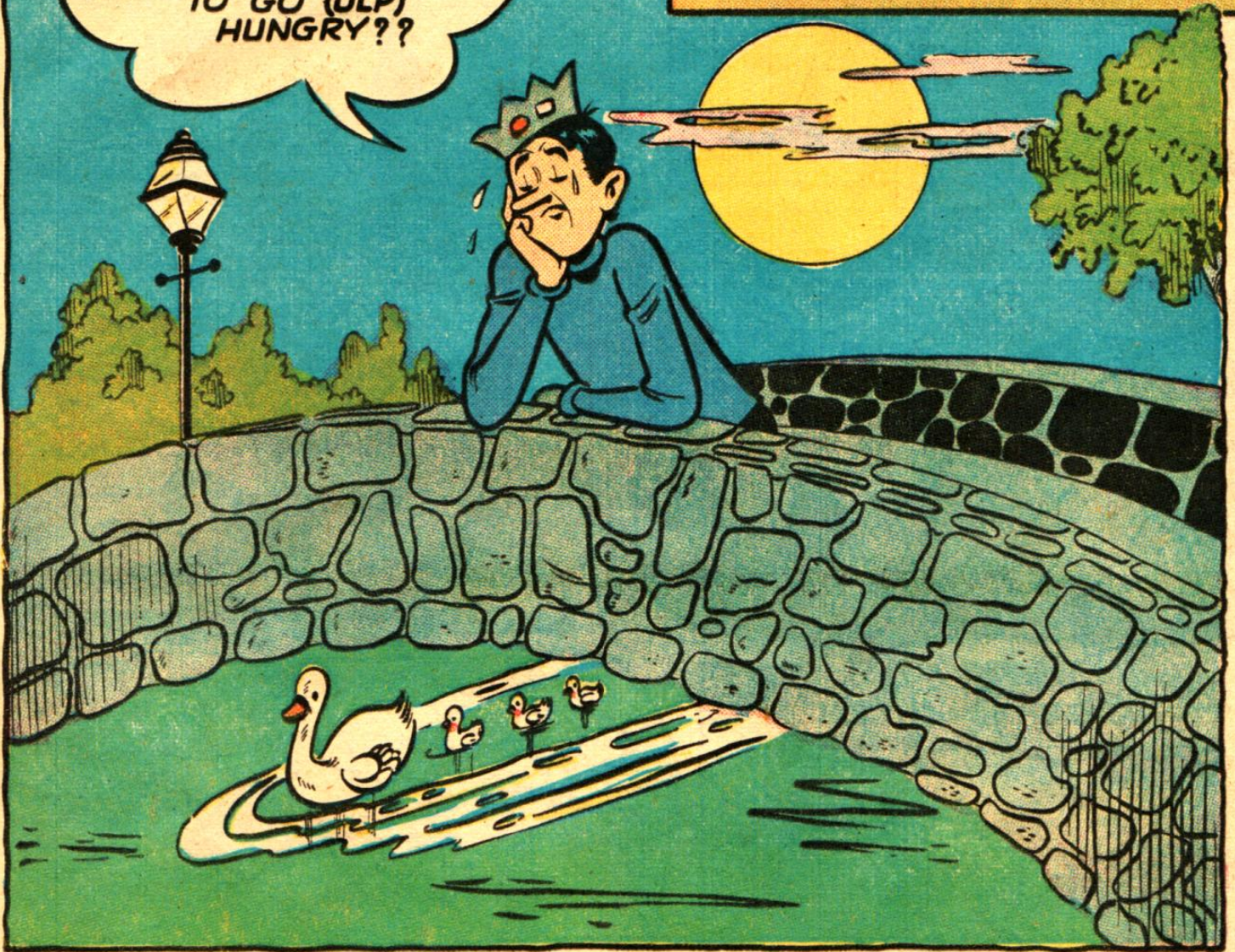




**HUMPH!**

WHAT GOOD IS  
BEING A  
CELEBRITY, IF  
YOU HAVE  
TO GO (ULP)  
HUNGRY??

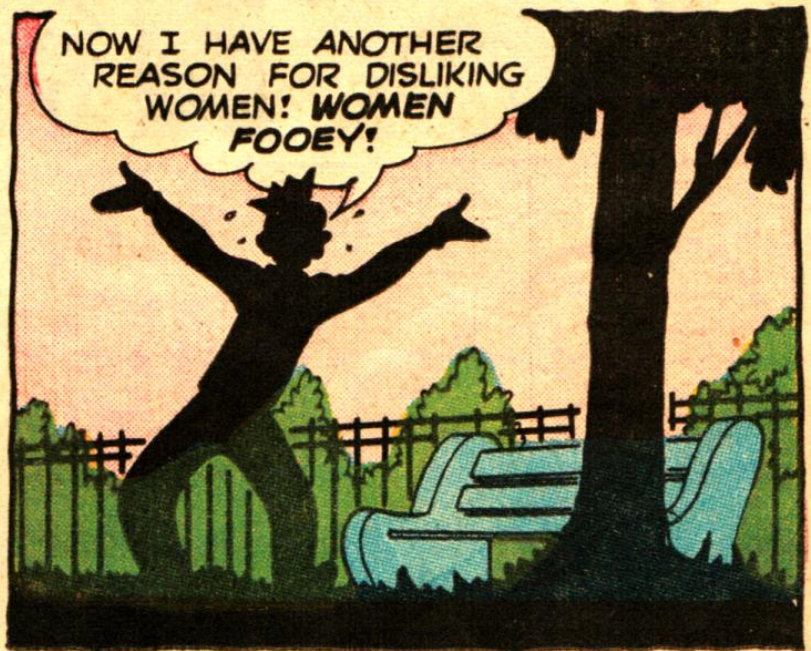
**CHAPTER #5**  
**"FROM TOP TO BOTTOM!"**



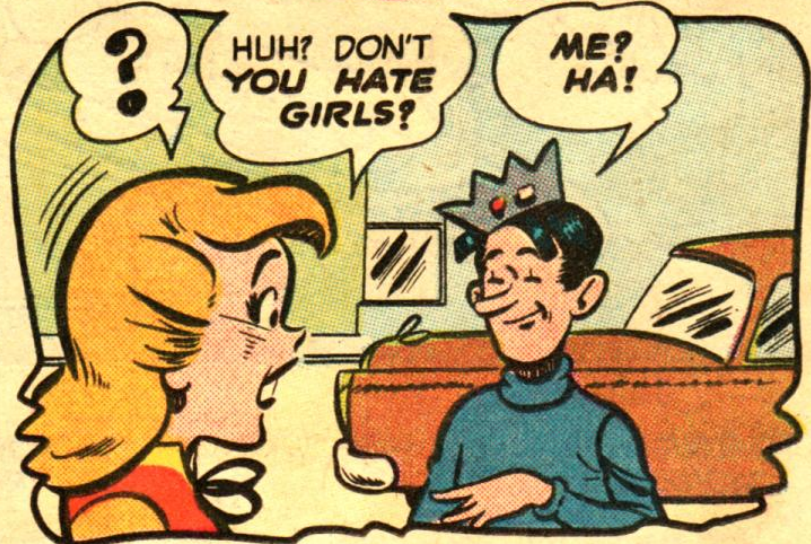
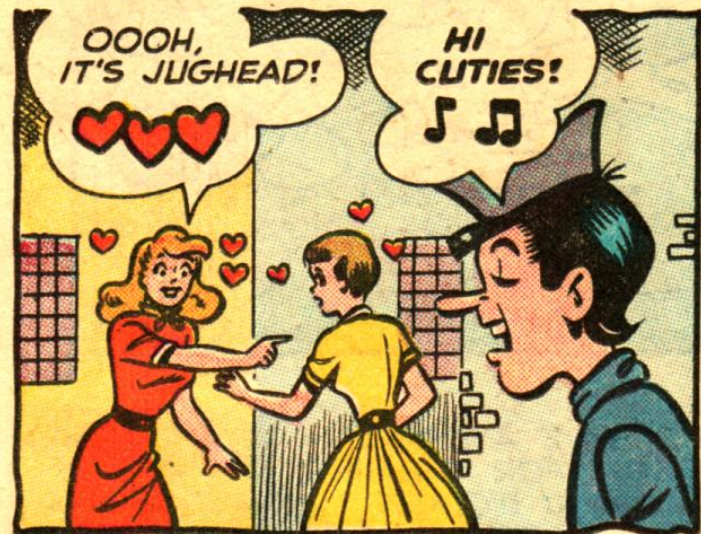
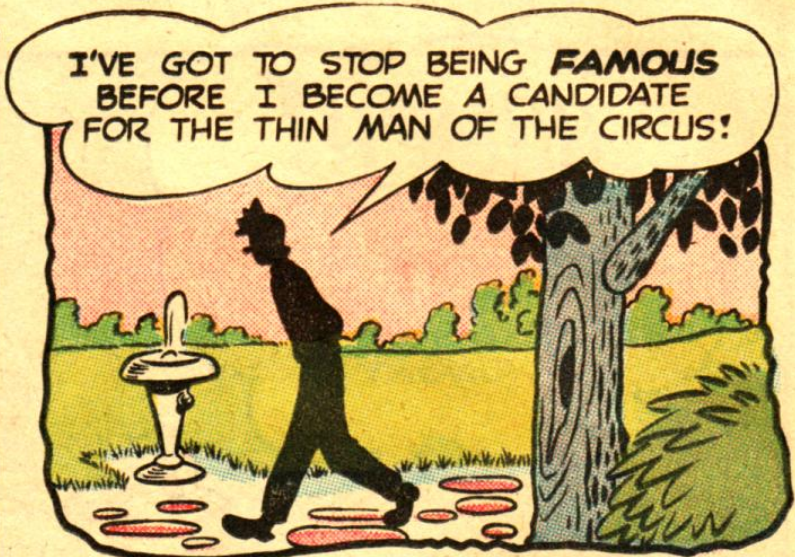
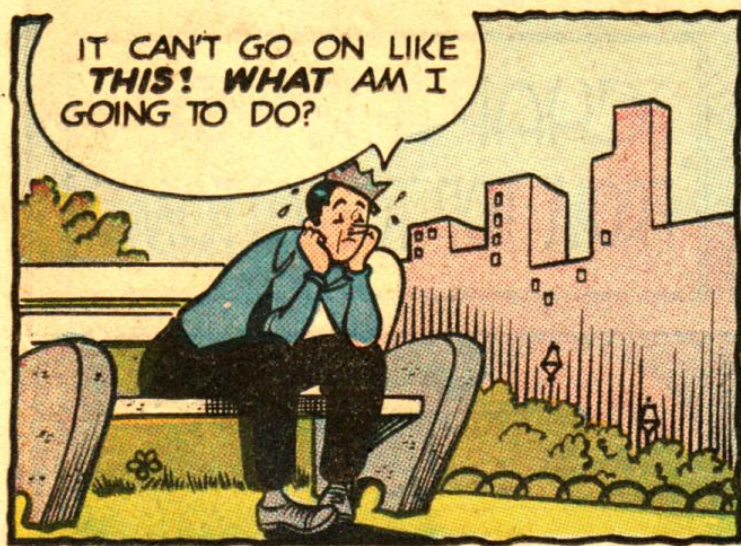
**GRRRRRRRR...  
WOMEN! THEY  
MADE ME A  
CELEBRITY!**



**NOW I HAVE ANOTHER  
REASON FOR DISLIKING  
WOMEN! WOMEN  
FOOEY!**









THERE! DOES THIS SEEM  
LIKE I HATE GIRLS!

OOOH! UGH!  
I HATE TO  
DO THIS BUT IT'S  
THE ONLY WAY  
TO CONVINCE  
THEM!

**SMACK**

WHY, YOU'RE NOTHING BUT A  
**BIG FRAUD!** THAT ROUTINE  
ABOUT HATING GIRLS WAS  
NOTHING BUT A PUBLICITY  
STUNT!

I'M THROUGH WITH YOU!  
SO WILL ALL THE GIRLS  
IN MY JUGHEAD FAN CLUB  
WHEN I TELL THEM!

HEH! HEH! IT'S WORKING FINE!  
I HAVE TO REACH **MORE**  
PEOPLE I KNOW I'LL CALL  
THE **NEWSPAPERS** AND  
GIVE THEM THE STORY!

DAILY BLA BLA  
**GIRLS DENOUNCE  
JUGHEAD!**

"JUGHEAD IS  
NOT A  
WOMEN HATER"  
FAN CLUBS  
BREAKING UP

**JUGHEAD! YOU'RE WASHED  
UP! THROUGH! FINISHED!**

YOU HAD TO OPEN YOUR  
BIG MOUTH! YESTERDAY  
YOU WERE A BIG STAR...

TODAY YOU'RE A  
**NOBODY!**



NOW THAT YOU'RE AS **POPULAR** AS THANKSGIVING DAY IS TO A TURKEY, IT WOULD BE WISE FOR US TO **DISSOLVE OUR BUSINESS!** SO LET US DRAW UP A STATEMENT OF EXPENSES AND WHAT WE HAVE LEFT OVER!



GULP! THIS DOESN'T LEAVE ME MUCH! I GUESS THAT'S **SHOW BUSINESS!**



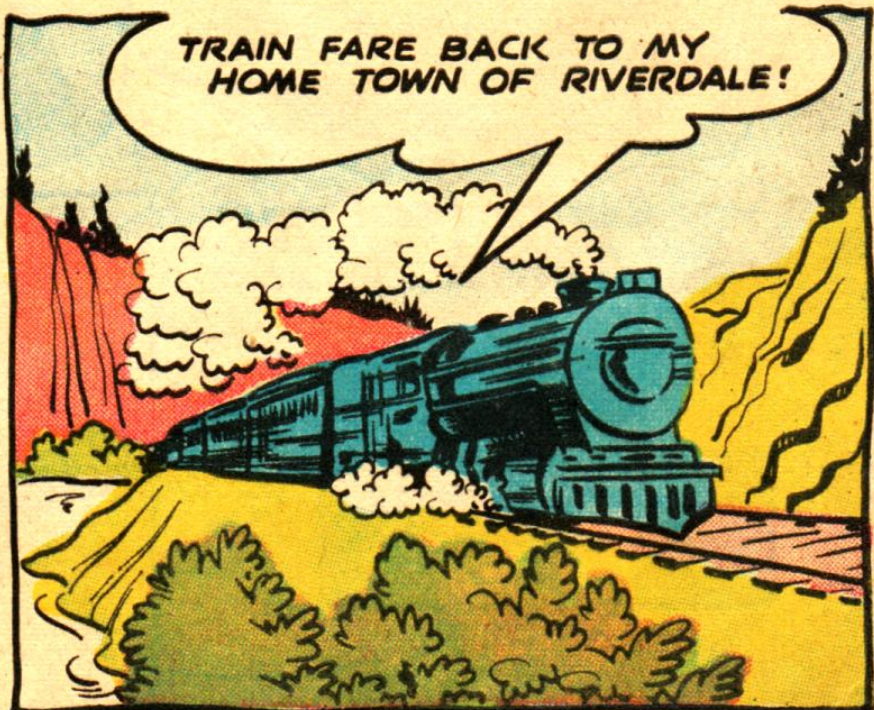
I HAVE ENOUGH MONEY TO DO TWO THINGS AND I AM FREE TO EAT ALL THE HAMBURGERS I'VE BEEN STARVING FOR!



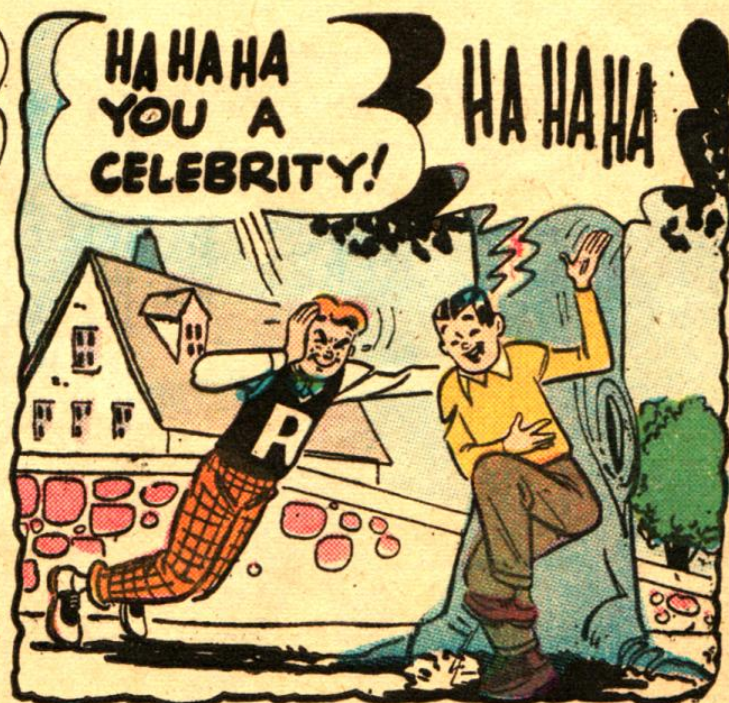
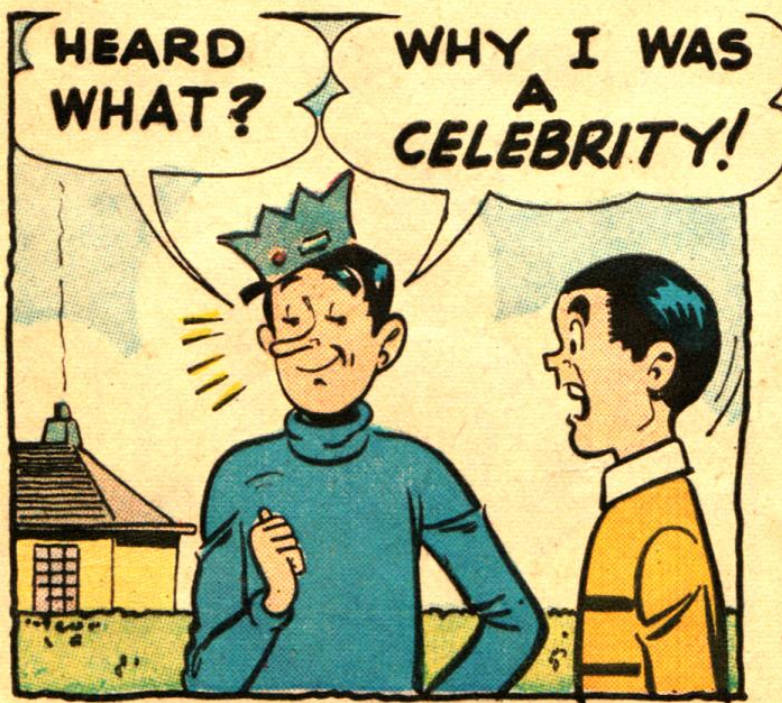
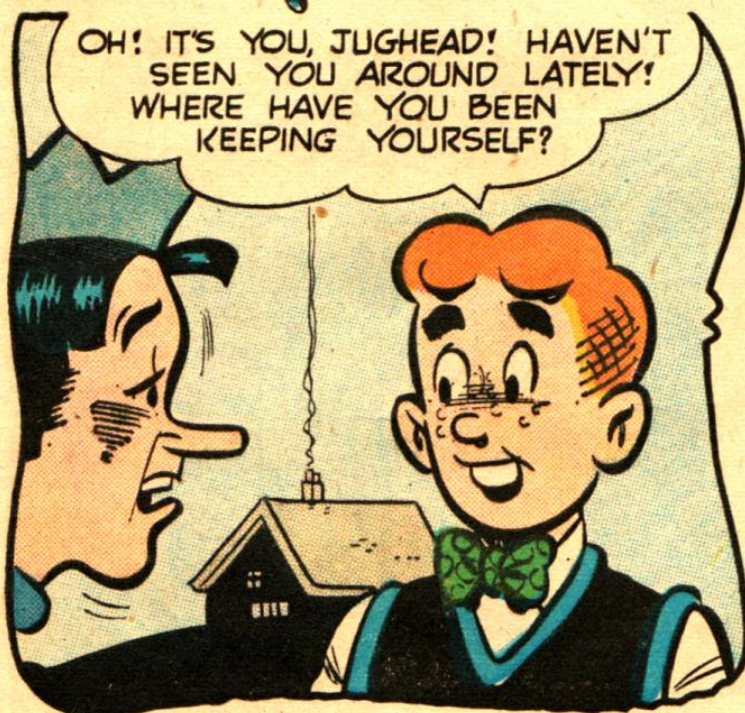
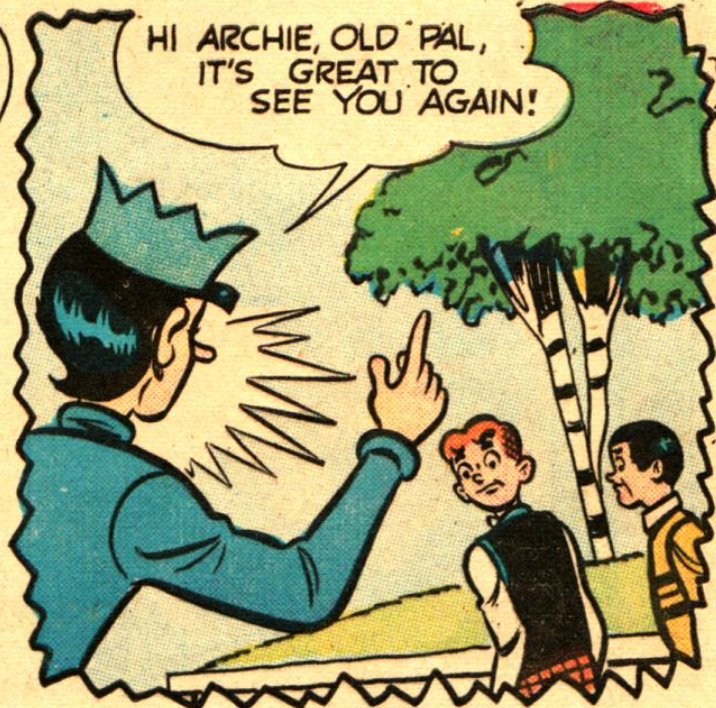
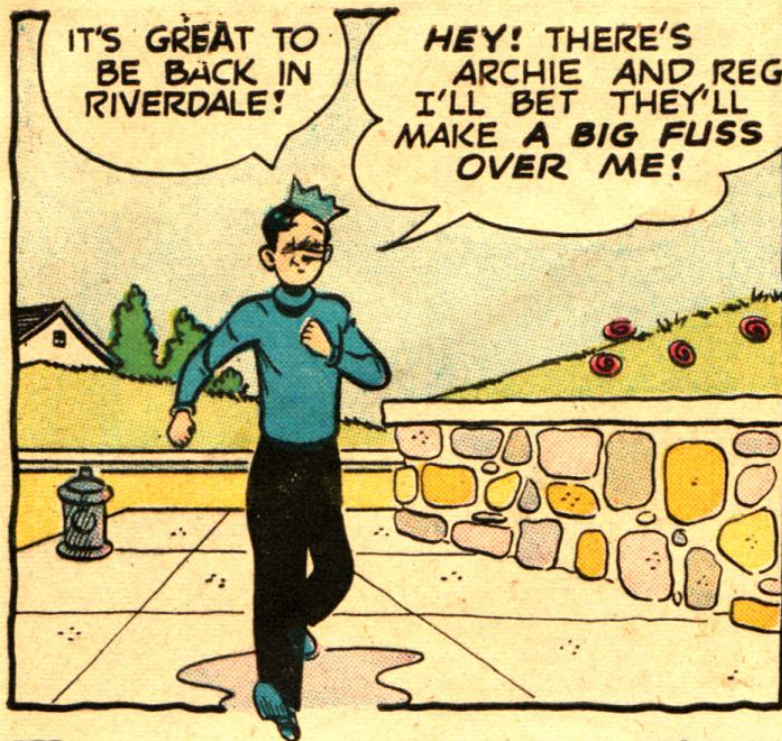
AFTER I FINISH THIS DELICIOUS PILE, THERE SHOULD JUST BE ENOUGH MONEY LEFT FOR...



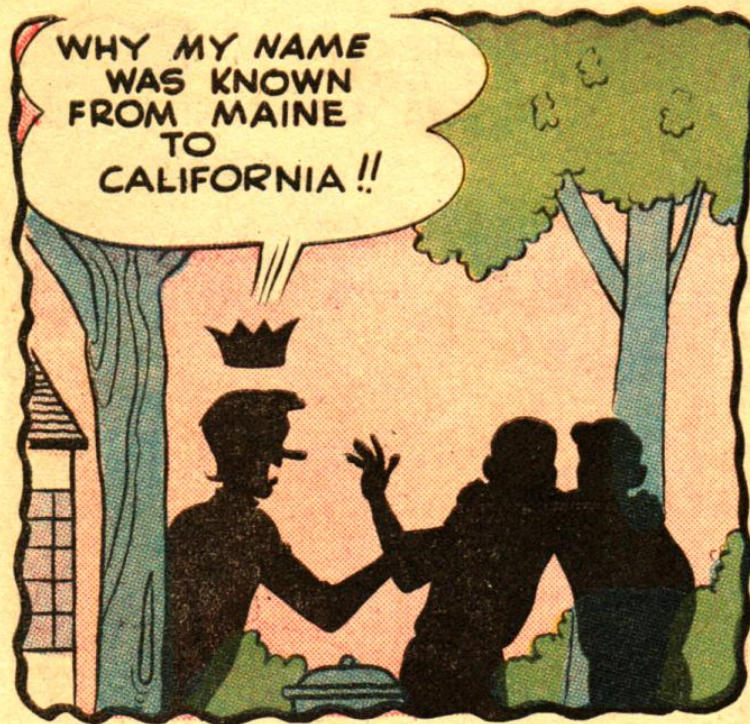
TRAIN FARE BACK TO MY HOME TOWN OF RIVERDALE!







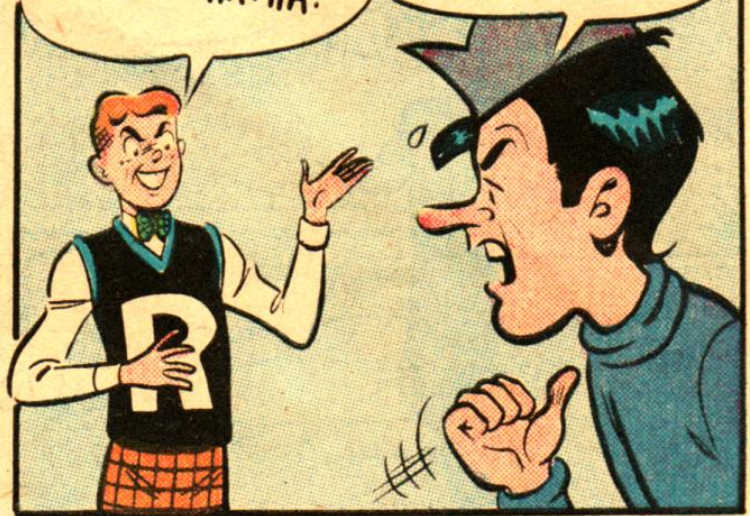




WHY MY NAME  
WAS KNOWN  
FROM MAINE  
TO  
CALIFORNIA !!

YEAH! I'LL BET  
IT WAS FOR  
THE BIGGEST  
HAMBURGER  
EATER! HA! HA!

NO! **NO!!**  
I WAS A  
SINGER ON  
TELEVISION,  
--- RADIO ---



WHERE  
HAVE YOU  
GUYS  
BEEN?

I WAS FAMOUS!  
**FAMOUS!**

OKAY! OKAY!! IF YOU WANT  
US TO BELIEVE YOU... WE  
BELIEVE YOU--DON'T  
WE, REG---?



HA

HA

HA

HA

HA

HA

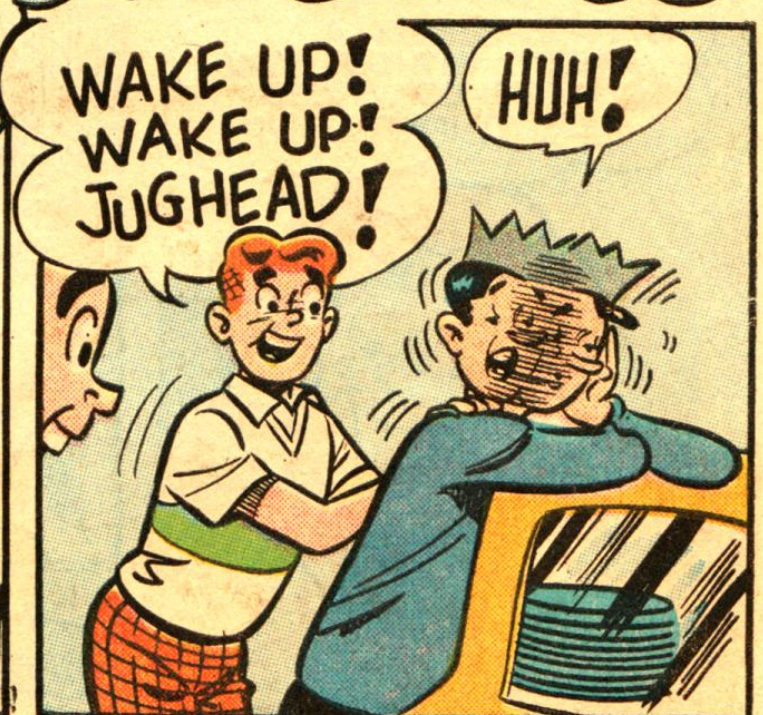
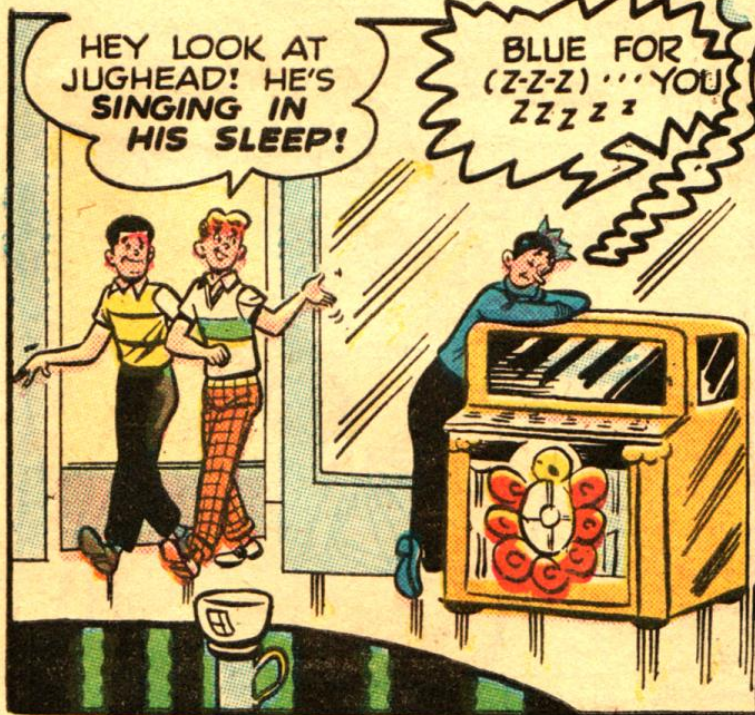
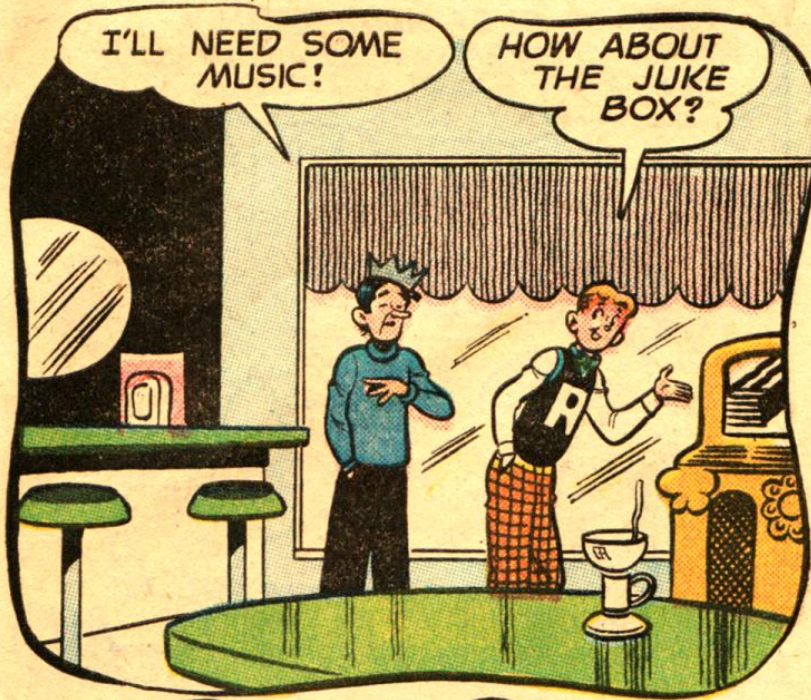


YOU DON'T BELIEVE ME, EH?  
WAIT! I'LL PROVE IT TO YOU!!



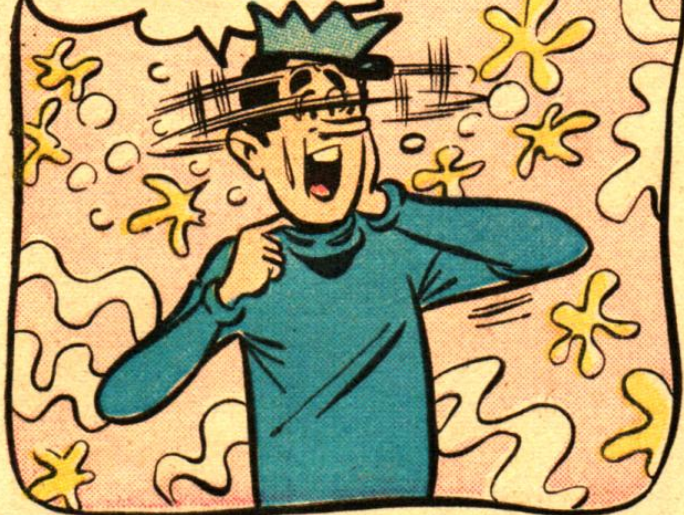
I'LL SING FOR YOU!!



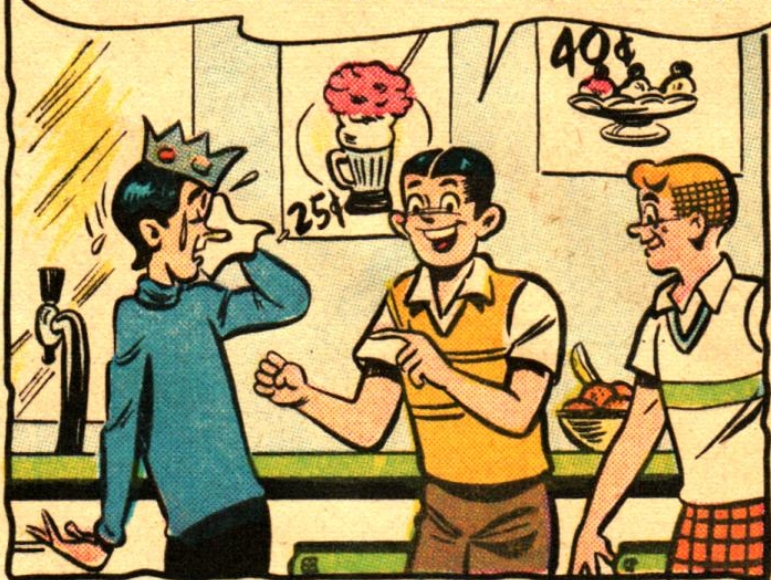




HUH! IT MUST HAVE  
**ALL BEEN  
A DREAM**  
I FELL ASLEEP BY  
THE JUKE BOX!

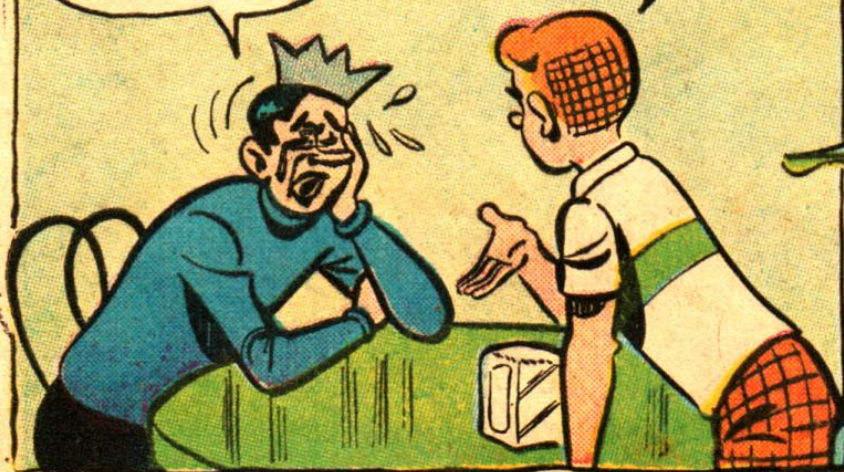


**BOY!** IT MUST HAVE BEEN A  
PIP OF A DREAM FROM THE LOOK  
ON YOUR FACE! WHAT WAS IT ABOUT?



HUH?...  
OH! IT WAS  
NOTHING!  
NOTHING  
IMPORTANT!!

WELL, WHAT  
**WE'VE** GOT  
TO TELL YOU  
**IS IMPORTANT!**

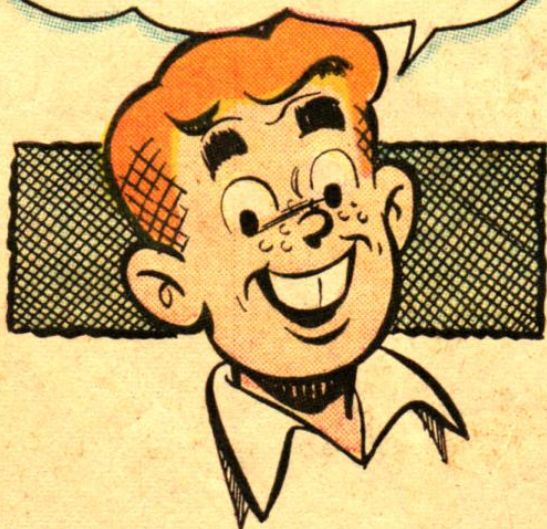


WE HEARD ABOUT  
VERONICA LEAVING  
YOU OUT OF  
HER PARTY!

... SO WE  
HAD A  
LITTLE  
TALK WITH  
HER!

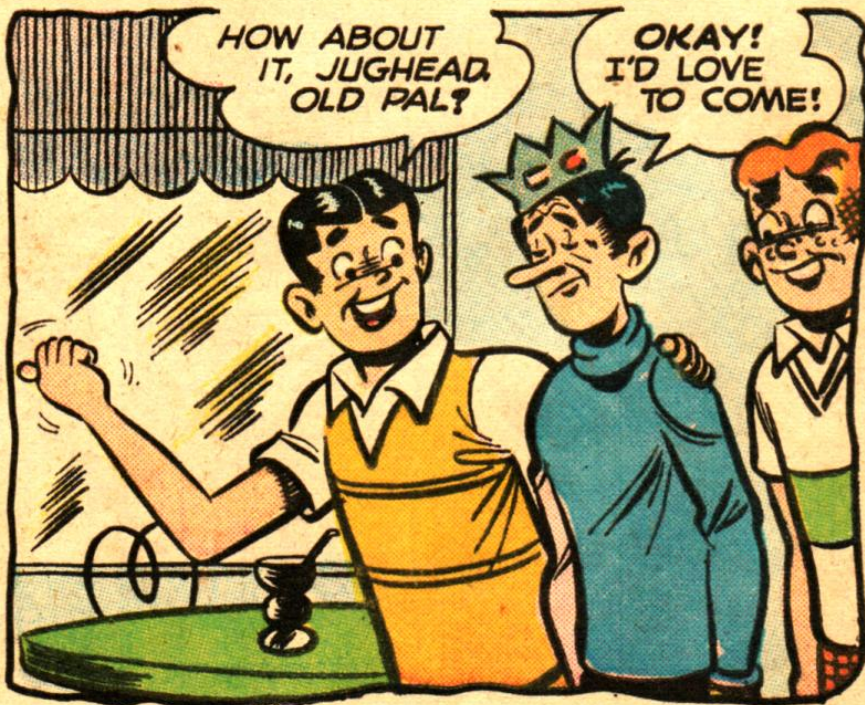


A **PARTY** ISN'T A  
**PARTY** WITHOUT YOU!  
SO WE'VE CONVINCED  
HER TO INVITE YOU!

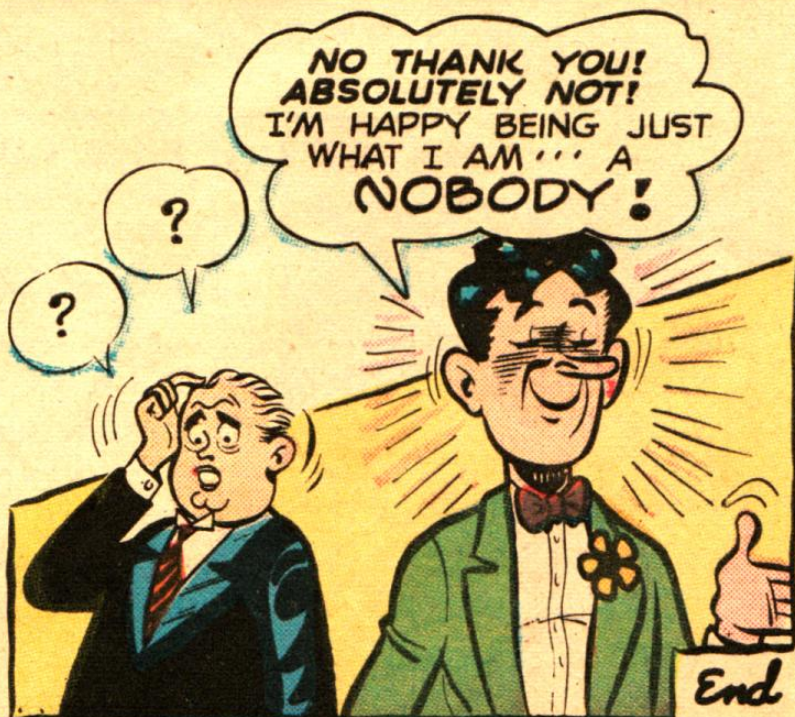
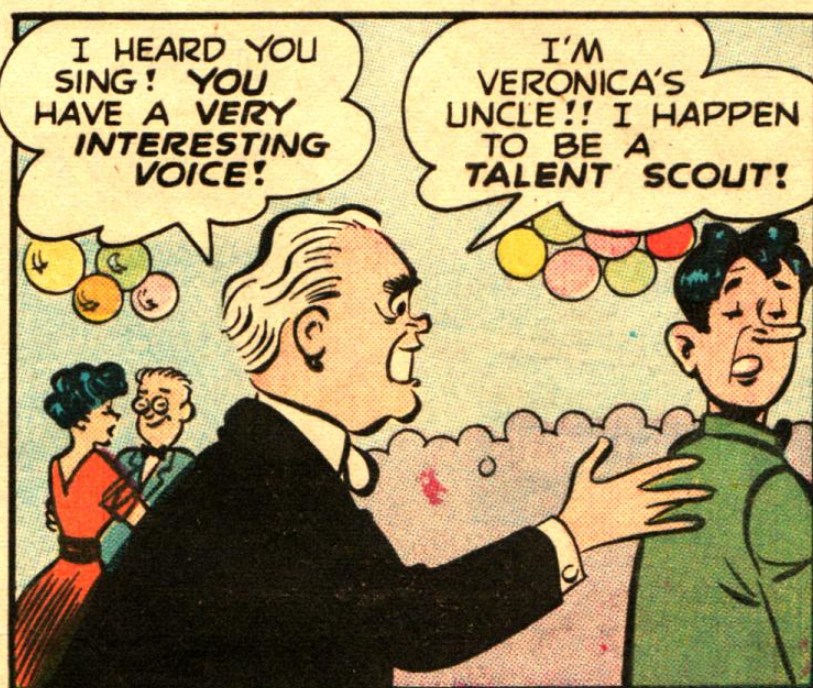


HOW ABOUT  
IT, JUGHEAD,  
OLD PAL?

**OKAY!**  
I'D LOVE  
TO COME!











# LEADERS IN LAUGHS



## THE NEWEST ISSUES OF ARCHIE KING-SIZE QUARTER COMICS!

THESE FUN-PACKED  
GIANT SIZE EDITIONS  
SELL OUT *FAST!*...IF  
YOU WANT TO BE SURE  
YOU DON'T MISS *YOUR*  
FAVORITE ISSUES JUST  
CLIP THIS COUPON AND  
SEND IT TO US WITH A  
QUARTER FOR EACH  
TITLE YOU CHECK!



### IMPORTANT!

SOME OF THESE BOOKS  
ARE BRAND NEW ...  
NOT EVEN OFF THE  
PRESSES! IF YOU  
DON'T RECEIVE  
YOUR ORDER RIGHT  
AWAY, BE PATIENT!  
WE'LL RUSH IT AS  
SOON AS POSSIBLE!

ARCHIE QUARTER COMICS  
241 CHURCH ST., NEW YORK 13, N.Y.

PLEASE SEND ME THE FOLLOWING QUARTER COMICS:  
I ENCLOSE 25¢ IN COIN (35¢ IN CANADA) FOR EACH ISSUE  
I HAVE CHECKED BELOW:

- |   |   |
|---|---|
| <input type="checkbox"/> ARCHIE ANNUAL #9     | <input type="checkbox"/> ARCHIE'S PALS 'N' GALS ANNUAL #6 |
| <input type="checkbox"/> JUGHEAD ANNUAL #5    | <input type="checkbox"/> BETTY AND VERONICA ANNUAL #5     |
| <input type="checkbox"/> KATY KEENE ANNUAL #4 | <input type="checkbox"/> ARCHIE'S CHRISTMAS STOCKING #4   |

(PLEASE PRINT)

NAME .....

ADDRESS .....

CITY .....

STATE .....



# Check the Kind of Body YOU Want! RIGHT IN THE COUPON BELOW

...and I'll Prove How EASILY You Can Have It!

*Charles Atlas*

Awarded the title of "The World's Most Perfectly Developed Man."

JUST tell me where you want it—and I'll add **SOLID INCHES** of powerful new muscle **SO FAST** your friends will grow bug-eyed with wonder!

Do you want me to broaden your shoulders—put trip-hammer power in both your arms—make your legs two pillars of strength? Then just check what you want below. I'll prove you can get it in just 15 minutes a day—in your own home—or it won't cost you a penny!

I don't care if you are 15 or 50 years old—how ashamed of your present physical condition you may be. I can give you a "barrel chest" and a vise-like grip. I can shoot new strength into your old backbone, exercise those inner organs—help you cram your body so full of pep, vigor and red-blooded vitality that you won't feel there's even "standing room" left for weakness and that lazy feeling. I'll wake up t h a t sleeping energy of yours and make it hum like a high-powered

dynamo! You'll feel and look different. Man, you'll begin to LIVE!

## WHAT'S MY SECRET?

"DYNAMIC TENSION"! That's the ticket! The identical natural method that I myself developed to change my body from the scrawny skinny chested weakling I was at 17

to my present superman physique! Thousands of other fellows are becoming marvelous physical specimens—my way. I give you no gadgets or contraptions to fool with.

When you have learned to develop your strength through "Dynamic Tension" you can laugh at the artificial muscle-makers. You simply utilize the **DORMANT** muscle-power in your own God-given body—watch it increase and multiply double-quick into real solid **LIVE MUSCLE**.

My method—"Dynamic Tension" will turn the trick for you. No theory—so easy! Spend only 15 minutes a day in your own home. From the very start you'll be using my method of "Dynamic Tension" almost unconsciously every minute of the day—walking, bending over, etc.—to **BUILD THE MUSCLE** and **VITALITY** you want. And you'll be using the method which many great athletes use for keeping in con-

dition—prize fighters, wrestlers, baseball and football players, etc.

**FREE**

Illustrated 32-Page Book. Just Mail the Coupon.

SEND NOW for my book describing my famous method. (Over 3½ MILLION fellows have sent for it already.) It contains 32 pages, packed from cover to cover with actual photographs and valuable advice. Shows what "Dynamic Tension" has done for others, answers many vital questions. Page by page it shows what I can do for YOU.

This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely **FREE**. Just glancing through it may mean the turning point in your whole life! Check the information you want (in the coupon below) and rush it to me personally. **CHARLES ATLAS, Dept. 25F, 115 East 23rd St., N. Y. 10, N. Y.**



## Here's The Kind of Results I Get:

"I gained 11 lbs. and 4¼ inches on my chest, 3 inches on my arms. I am never constipated."

—Henry Neven, Canada

"I gained 34 lbs. and increased my chest 6 inches!"

—Stanley Lynn, Calif.

"What a difference! Have put 3½ inches on my chest (normal) and 2½ inches expanded."

—F. S., New York

"Gained 29 lbs. When I started

your course I weighed only 141. Now I weigh 170."

—T. K., New York

"The benefits are wonderful. The first week my arm increased one inch, my chest two inches."

—E. M., Conn.

"You changed me from a weakling to a real he-man. My chest has gone up 6 inches. I am a solid mass of muscle."

—J. W., Montana



## VALUABLE TROPHY GIVEN AWAY

Be the envy of friends! Win this strikingly handsome "Atlas Champions" trophy, over 1½ ft. high! All pupils eligible.

**CHARLES ATLAS, Dept. 25F**

**115 East 23rd. St., New York 10, N. Y.**

*Dear Charles Atlas: Here's the kind of Body I Want:*

(Check as many as you like)

- ☐ More Weight—Solid—in The Right Places
- ☐ Broader Chest and Shoulders
- ☐ More Powerful Arms and Grip
- ☐ Slimmer Waist and Hips
- ☐ More Powerful Leg Muscles
- ☐ Better Sleep, More Energy

Send me absolutely **FREE** a copy of your famous book showing how "Dynamic Tension" can make me a new man. 32 pages, crammed with photographs, answers to vital health questions, and valuable advice. I understand this book is mine to keep and sending for it does not obligate me in any way.

Name ..... Age. ....  
(Please print or write plainly)

Address .....

City ..... State.....

☐ If under 14 years of age check for Booklet A.



### FEATURE BOUQUET EVERYDAY

A sparkling  
assortment for  
all occasions,  
in pastel colors  
and rich  
gold embossings

### 3 STYLE HUMOROUS CARD BOX

21 laugh-  
provoking,  
glittering, new  
all occasion  
designs  
in 3 different  
popular sizes

### DELUXE EVERYDAY GIFT WRAPPING ENSEMBLE

18 exciting,  
large-size  
20" x 30" sheets  
in full color, plus  
matching seals  
and gift tags

### CHILDREN'S GIFT WRAPPINGS FOR EVERYDAY

16 gay 20" x 30"  
sheets in colorful  
kiddie motifs —  
with seals and  
tags to match.  
New! Clever!

### JUST WONDERFUL TALL CARDS

Gleaming,  
exquisite  
new style  
Everyday card  
assortment —  
novel attachments.  
Just beautiful!

### SWEET SLIMS FOR EVERYDAY

An assortment  
of 21  
lovely,  
long look  
cards in  
gorgeous  
colors.  
Chic!  
Terrific value!

### SYMPATHY ASSORTMENT

14 comforting  
cards that  
express  
sincere, tender  
thoughts.  
Lovely white  
folders,  
silver embossings

REPLACEMENT OR REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

**FREE  
SAMPLES**

**PERSONALIZED  
CHRISTMAS CARDS  
and STATIONERY**

### NEW LUXURY ALL OCCASION

14 large size,  
gold embossed  
cards in the  
modern style.  
7 exclusively  
"for Her"  
— 7 "for Him"

### SLIM STYLE STATIONERY AND NOTES ENSEMBLE

Dainty, soft  
Rose blossom  
decoration on  
fine quality,  
scalloped-edge  
sheets and notes.  
Delightfully  
stunning!

### HANDY SOCIAL NOTES

Lustrous slim  
informals in  
soft  
colors with  
shimmering  
crystals and  
brisk, friendly  
messages.  
Captivating!

# DO YOU NEED EXTRA MONEY? \$35.00 IS YOURS

for selling only 50 boxes  
of our Christmas Card Style Line.  
And this can be done in a  
single day. Free samples. Other  
leading boxes on approval.  
Mail coupon below today.

**It costs you nothing to try.**

Last year some folks made \$250 — \$500 — \$1,000  
and more this very way. Church groups and organ-  
izations can do this, too. No experience necessary.

**Mail This Coupon Today**

### CHEERFUL CARD CO.

Dept. 637, White Plains, N. Y.

Please rush me free samples and other leading  
boxes on approval for free trial as mentioned  
above. Also send full details of your easy  
money-making plan.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

If writing for an organ-  
ization, give its name \_\_\_\_\_

CHEERFUL CARD COMPANY, Dept. 637, White Plains, New York



